



## THE REDDIX RULES

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# 5 Principles for Becoming a Successful Leader

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## INTRODUCTION

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I am Angela D. Reddix, the founder and CEO of a 100+ employee management and technology consulting company based in Virginia. On the following pages, you will get the blueprint that I have used to grow my business into a multi-million-dollar company in a little more than 10 years. I believe that there are five core leadership principles that have driven my success: I call these the Reddix Rules of Leadership.

Use the Reddix Rules as a roadmap and adapt them to your vision. And don't forget, you are not alone. Stay connected with me as I share my leadership insights and tools by visiting [angelareddix.com](http://angelareddix.com) for resources to help you on your journey. I believe in you.

Angela

*“Don't fixate on mistakes or get demoralized by them. The difference between successful people and everyone else is that successful people learn from their mistakes and move on.”*

*– Dr. Angela D. Reddix*

*Dr. Angela Reddix*

## **RULE 1**

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# Find Your Passion

Our desire to explore, create, sacrifice, and overcome is fueled by passion. Any endeavor worth pursuing requires passion as its first building block, so we must enter into every new endeavor with the requirement that it appeals to one of our primary passions.

The discovery of our passion involves identifying the things that make us happiest. When I was a child, I loved dancing. I was happiest when I danced - any kind of dancing would do. As I got older, I found happiness in so many other things like traveling and writing.

As my career began, I found I took a deep pleasure in aspects of my work-life, such as planning, training, and mentoring. Through introspection, I was able to look beyond the surface of what made me happy in my personal moments and identify what I could apply to building my legacy.

Identifying and understanding what drives us as individuals is the foundation for pursuing purpose.

1. Identify the activities and dreams that bring you happiness and satisfaction.
2. Be willing to look beyond pursuits that bring you short, isolated moments of gratification and pour your effort into identifying the gifts that give life to your purpose and add to your legacy.

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## **RULE 2**

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# **Provide a Clear Vision**

To be successful leaders, we must be able to deliver followers and supporters to a desirable destination or outcome. Every strategy begins with a clear vision that our teams, customers, and partners can embrace.

To be clear, the vision here is the big picture of where we desire to go as an organization. Vision provides direction and lets our teams, partners, and customers know how we plan to achieve our goals. A clearly defined vision leads to unification amongst the followers and supporters that would lend their gifts to ours.

1. As a leader communicate the vision clearly and as often as needed to build your following.
2. While the vision can be bold, take care to keep it simple, so that it resonates in all directions of your organization.
3. Defend the vision by communicating it often and protecting it as needed. Extend this responsibility to all leadership.

*“The role of a leader is to identify where a person is and take them where you are trying to go, to meet the mission of your organization.”*

*– Dr. Angela D. Reddix*

*Dr. Angela Reddix*

## **RULE 3**

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# Inspire a Purposeful Culture

Successful leadership is evident in an organization's culture. According to organizational leadership expert, Dr. Ken Blanchard, "A company's products and services get them in the game, but it's the corporate culture – the interactions with people as the product or service is being delivered – that keeps customers coming back."

Organizational culture begins and ends with a commitment to the development, dissemination, and defense of the organization's vision. What type of experience do we want for our internal and external customers? Will we be a company that promotes innovation and quality through written processes? Will we build a culture that retains its employees or will our talent leak to our competitors? Will we condemn employees for making mistakes or will our organizations treat mistakes as opportunities to learn and grow?

Leadership determines the answers to the questions posed above and in doing so begins establishing the foundations of the culture within our organizations.

1. Pay attention and observe the growth and development of your organization's culture and be prepared to implement strategic changes whenever necessary.
2. Create an environment that provides talent with grace to learn from mistakes and opportunities to develop into their best selves.
3. Invest in the best talent, provide them with comprehensive support and the best tools available.
4. Create cultural ambassadors that share and protect the vision.

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## **RULE 4**

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# **Demonstrate Accountability**

Successful leaders consistently create measures of accountability for ourselves and our leadership teams based on a core value system. A core value system is the North Star of accountability throughout our organization that establishes our leadership standards and is beyond compromise.

Many leaders find ourselves in the position of compromising our carefully planned business models to earn our first opportunities. That's the real world. Successful leaders establish a value system early in the life of our organizations so that we can correct quickly when needed and get back on track to legacy building.

As leaders, we are held to a higher standard, so we must keep our core values realistic to who we are. Our daily commitment is to exemplify each of the core values for everyone that we ask to take up our charge.

Accountability is further established through clear communication of expectations, instituting measurable performance goals, and allowing transparency into organizational processes.

*“Bottom line: be accountable. One of the most powerful things you can do is take responsibility for your life, your choices, and your actions.”*

*– Dr. Angela D. Reddix*

*Dr. Angela Reddix*

## **RULE 5**

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# Reimagine Balance

Some of the same traits that make us high-performing individuals can tear us down if we are not purposeful in creating balance. Successful business and organizational leaders knowingly sacrifice time away from personal relationships and activities as part of our commitment. Accept that perfect balance is frustratingly elusive.

Let's take a different approach to finding balance. Instead of trying to manage life on a daily basis, wondering if we made every game or responded to every request, we should consider the big picture and ask ourselves whether we made positive contributions to what really matters.

We must establish systems and partners that keep us grounded and in tune with the relationships outside of our leadership obligations. When we are in our downtime, we must be present and committed to the moment and the relationships. We must take time to acknowledge the sacrifices of our supporters and show gratitude to each of the contributions they have made to our journeys.

Personal development is a process, a lifetime in the making. We start our development as one person and through life's daily challenges, we come out on the other side as someone different. The goal of the process is to ensure that we become better people who have leveraged each challenge into an opportunity to learn, mature, teach and create the legacy of a life well-lived.

*“Why spend time balancing crumbs, when it is so much more rewarding to have a well-balanced meal?”*

*— Dr. Angela D. Reddix*

*Dr. Angela Reddix*

## CONGRATULATIONS!

Congratulations on downloading the first edition of the Reddix Rules. Refer to them often on your journey, but remember, this is just the beginning.

My team and I are committed to helping you flourish. Stay connected with us at <https://angelareddix.com/>.

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