

"Todd's book will change the world we live in and the lives of the people who read it. Grab a copy for the people you care about, and save one for yourself."

Seth Godin, Author of *The Song of Significance*

# THE BRAVE HABIT

A GUIDE TO COURAGEOUS LEADERSHIP

TODD HENRY

AUTHOR OF *DIE EMPTY*

AUTHOR OF *DIE EMPTY*

TODD HENRY

# BRAVERY, PASSION, PURPOSE

TODD HENRY

HELLO,  
MY BRILLIANT FRIENDS!

( I'M *TODD HENRY* )





AMERICAN CAVE MUSEUM

HIDDEN RIVER CAVE

CONQUER THE CAVE ADVENTURE TOUR

HORSE CAVE, KY

44



EDELRIED

ADVENTURE



**WHY?**

**WHERE DOES  
MOTIVATION  
COME FROM?**

**EXTRINSIC**  
**INTRINSIC**



**AUTONOMY**

**MASTERY**

**PURPOSE**

Deci / Ryan (Self-Determination Theory)

**ACTIVATOR**

**PROCESS**

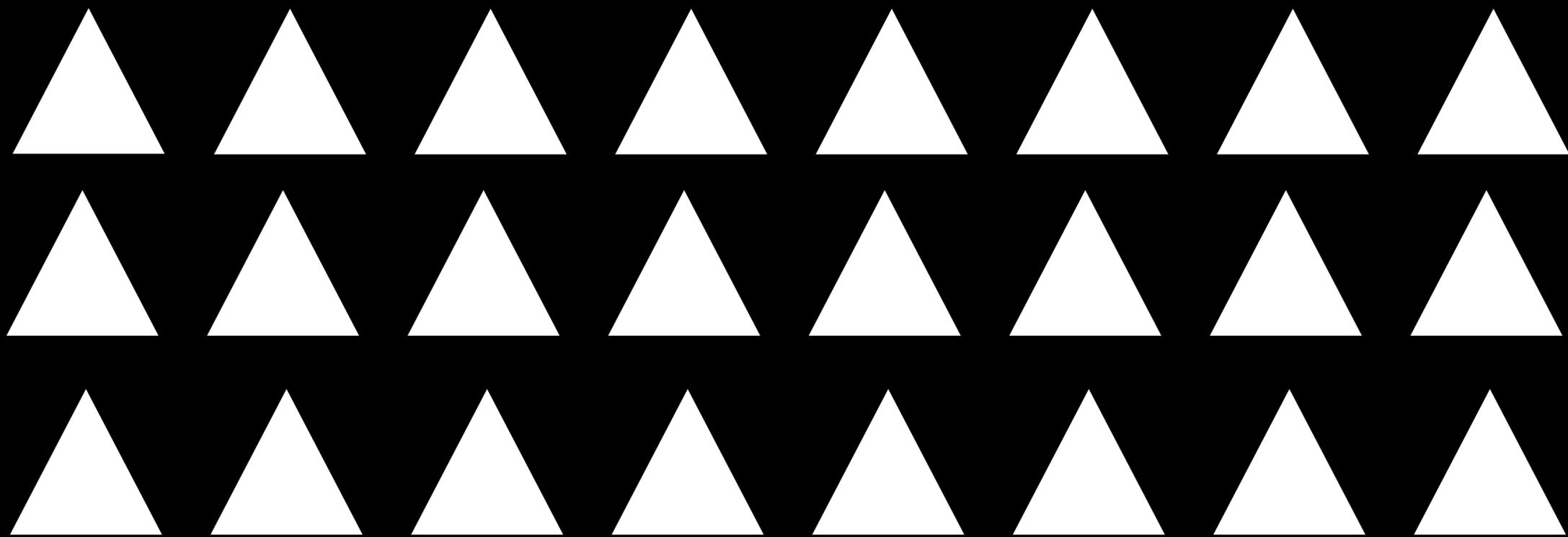
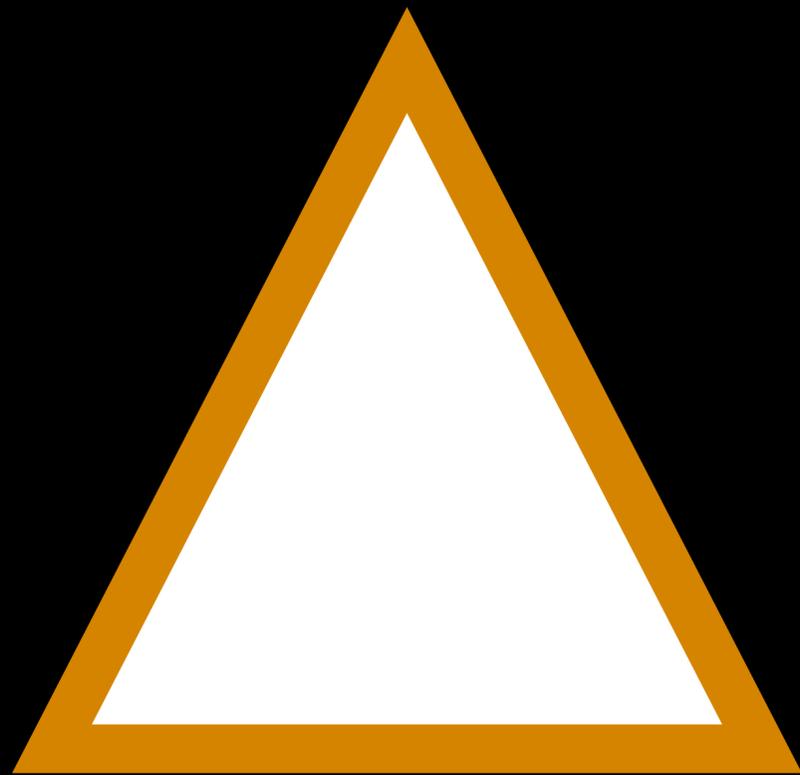
**OUTCOME**

Mediocrity

medius + ocris

“Premature  
optimization is the  
**root** of all evil.”

- Donald Knuth



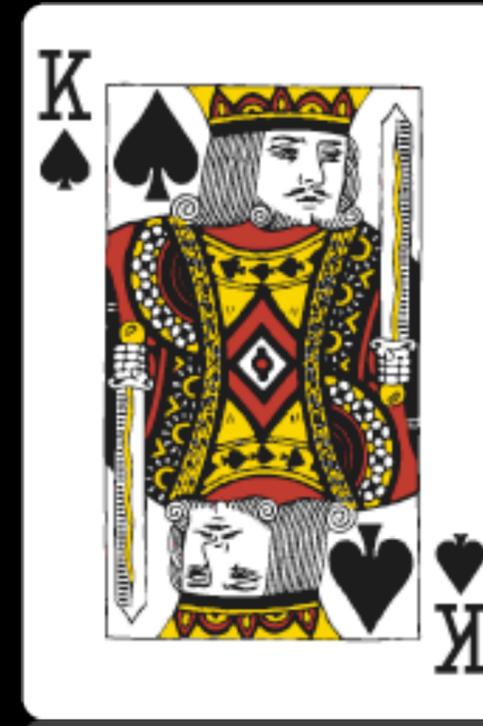
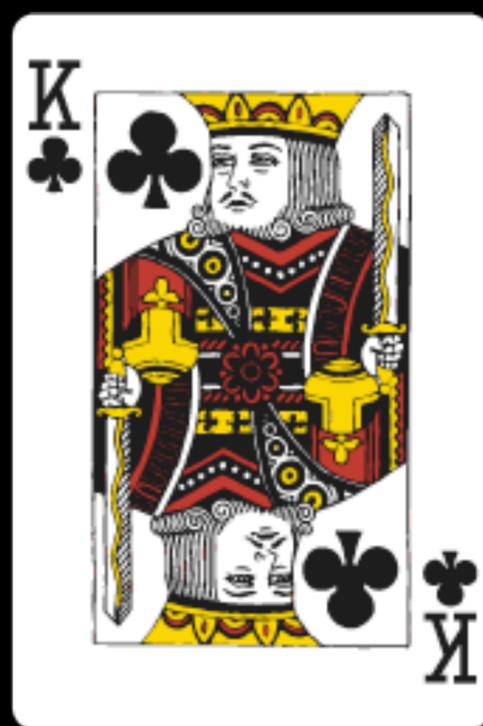
“What you do **every day**  
matters more than what you  
do once in a while.”

- Gretchen Rubin

Mediocrity doesn't  
just **HAPPEN**,  
it's chosen over time.

**AIMLESSNESS**





**YOU CAN SUCCEED**

**YOUR WAY INTO FAILURE!**

**UNCERTAINTY**

**P** **O** **V**

**(HAVE ONE, PLEASE.)**

**PRODUCTIVE**

**PASSION**

# THE NOTABLES

What **ANGERS** you?

What **MOVES** you?

What gives you **HOPE**?

**DEFINE YOUR**

**BATTLES**

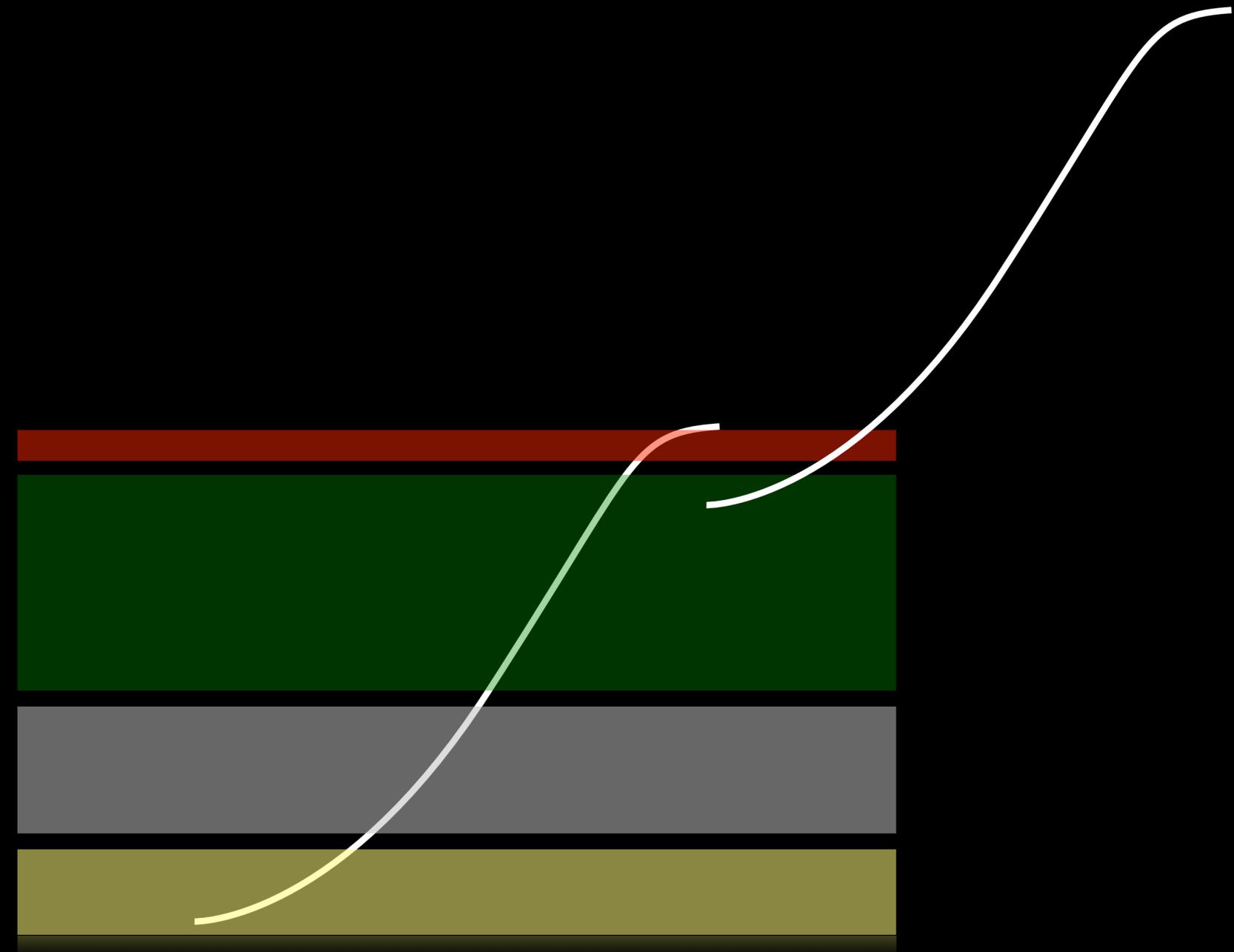
**“What **OUTCOME** am I  
truly committed to?”**

COMFORT

The love of  
**COMFORT** is  
often the enemy  
of greatness.

Growth  
(and **INNOVATION**)

**CRISIS**  
**INNOVATING**  
**COPYING**  
**NEW SKILL**



Your greatest potential  
to cause damage is  
**DIRECTLY** tied to  
your biggest  
insecurity.

# GHOST RULES

“Are there any  
**GHOST RULES?**”

“Where am I in  
**THESE STAGES?**”

“What new **SKILL** do I  
*know* I need to have?”

(...but have been resisting.)

DO

IT

**F**EAR

DISCUSS

**TRUE RISK**

TO DISPEL

**PERCEIVED RISK.**

“Am I artificially  
**ESCALATING**  
planks?”

**WHY?**

“There can be an intense egoism in following everyone else. People are in a **HURRY** to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot take time to be **TRUE TO THEMSELVES**. And when the madness is upon them, they argue that their very haste is a species of integrity.”

**THOMAS MERTON**

# ANTHONY BURGESS

(1917–1993)



**The Doctor Is Sick (1960)**  
**Inside Mr. Enderby (1963)**  
**The Worm and the Ring (1961)**  
**The Wanting Seed (1962)**  
**One Hand Clapping (1961)**  
**A Clockwork Orange (1962)**

ACT WITH  
**PURPOSE**

[TODDHENRY.COM/NEMAK](https://toddhenry.com/nemak)

ACT WITH  
PURPOSE

Thank You!