

# Rule No. 24—Own your mistakes.

The quality of a leader is often most visible in how they respond to failure. Great leaders don't deflect blame—they absorb it, learn from it, and lead forward. Owning your mistakes isn't weakness; it's the foundation of credibility, respect, and real accountability. In any failure, you either make excuses or you make progress—never both.

## Ask Yourself:

If my team copied the way I handle mistakes, would we be stronger — or weaker — as an organization?

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## The Truth Is:

The fastest way to destroy credibility is to blame, deflect, or explain when you're wrong. Nobody trusts a leader who can't say 'I got that wrong and here's what I'm doing about it.' Accountability isn't weakness. Avoiding it is.

**Leaders who own mistakes build trust. Leaders who hide them lose it.**

## Action Step:

This week, identify one mistake from the past 30 days that you've downplayed, justified, or quietly ignored. Share it openly with your team or a trusted colleague. Explain what you learned and how you'll prevent it in the future. The goal isn't to dwell — it's to model accountability and set the standard for ownership.

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## Recommended Reading:

*Extreme Ownership*, by Jocko Willink & Leif Babin

"The leader must own everything in his or her world.  
There is no one else to blame." — Jocko Willink

*What this week revealed:*

This week I gained clarity on \_\_\_\_\_

This week I said no to \_\_\_\_\_

# WEEK 11

## MONDAY

DATE \_\_\_\_\_

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## TUESDAY

DATE \_\_\_\_\_

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## WEDNESDAY

DATE \_\_\_\_\_

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## THURSDAY

DATE \_\_\_\_\_

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## FRIDAY

DATE \_\_\_\_\_

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## SATURDAY

DATE \_\_\_\_\_

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## SUNDAY

DATE \_\_\_\_\_

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## STILL UNFINISHED

- \_\_\_\_\_

## TOP 3 PRIORITIES THIS WEEK

- \_\_\_\_\_  
Why now? \_\_\_\_\_
- \_\_\_\_\_  
Why now? \_\_\_\_\_
- \_\_\_\_\_  
Why now? \_\_\_\_\_

*Notes:*

## THIS WEEK I'LL PROTECT TIME FOR