

MEDIA KIT

LEADERSHIP IS A PRACTICE, NOT A PERSONALITY

The Self-Awareness Work Behind Empathetic, Inclusive Leadership

by Desiree Goldey

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QUICK FACTS

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Author's Prior Work	Contributor, anthology A Message to My Family: I Am Here and You Are My Legacy. This is her first solo book.
Website	notapersonalitybook.com

BOOK DESCRIPTION

Leadership Is a Practice, Not a Personality argues that self-awareness is a leadership skill, not a soft skill. Empathy, inclusion, mentorship, and earned authority are not traits people are born with. They are skills built through honest self-reflection.

Most leadership advice sells a personality type: charismatic, decisive, visionary. This book makes the opposite case. The leaders who actually change how their teams work are doing the internal work first, replacing platitudes with practical systems.

The book lays out six repeatable stages, done honestly, in order:

- **Notice:** see what is actually happening with your team, including your own blind spots.
- **Reflect:** sit with what you learned before you respond to it.
- **Empathize:** treat empathy as a real-time leadership skill, not a soft one.
- **Include:** build inclusion into your systems, not just your intentions.
- **Mentor:** develop the next generation of leaders without losing yourself in the process.
- **Lead:** exercise authority you earned, not authority you were simply handed.

Leadership Is a Practice, Not a Personality is written for anyone who leads people, not only HR and talent leaders.

AUTHOR BIO

Short

Desiree Goldey is the founder of Do Better Consulting. *Leadership Is a Practice, Not a Personality* is her first solo book, following a contribution to the anthology *A Message to My Family: I Am Here and You Are My Legacy*. She argues that empathy, inclusion, mentorship, and earned authority are not traits people are born with. They are skills built through honest self-reflection.

Extended

Desiree Goldey is the founder of Do Better Consulting, a speaker, certified coach, and co-host, with Ashley King, CEO of TalentEd, of the *Talentless* podcast. She has over 25 years in business with a focus on leadership and hiring, working with organizations to build cultures that are genuinely inclusive and effective, not just well-intentioned.

Diversity, equity, inclusion, and belonging run through nearly all of her work. Goldey does not treat them as a separate initiative. She builds them into how she designs hiring systems and develops leaders. As a queer, Black woman, her lived experience shapes how she approaches leadership and consulting. Based in Austin, Texas, she brings resilience, humor, and directness to the work.

Leadership Is a Practice, Not a Personality is her first solo book. She previously contributed to the anthology *A Message to My Family: I Am Here and You Are My Legacy*.

ADVANCE PRAISE

"Desiree writes the way she leads: no BS. Her superpower is honesty, without armor, and with room for everyone at the table. Her story of taking off the mask and leading from within is one every leader, especially those who've had to prove they belong, will recognize. Keep a pen handy, the worksheets alone are worth the price. Reading this made me a better leader."

David Turetsky, Founder & Managing Consultant, HR Data Labs, and host of the HR Data Labs Podcast

KEY RESEARCH, VERIFIED

Every figure below is quoted directly from its primary source. Nothing here is estimated or rounded for effect.

95% of people believe they are self-aware. Research suggests only 10 to 15% actually are.

Tasha Eurich, organizational psychologist, in *Harvard Business Review*, "What Self-Awareness Really Is (and How to Cultivate It)," based on her nearly five-year research program. HBR, January 2018.

Professionals at financially underperforming companies were 79% more likely to have low overall self-awareness, and had 20% more blind spots, than professionals at financially strong companies.

Korn Ferry Institute, analysis of 6,977 self-assessments across 486 publicly traded companies.

Managers account for at least 70% of the variance in employee engagement scores across business units.

Gallup, *State of the American Manager: Analytics and Advice for Leaders*, 2015.

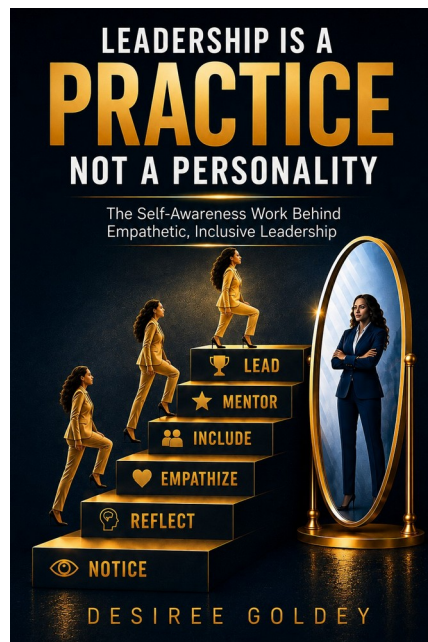
HEADSHOTS

Lead direction: Moody Navy Studio. Both options below are approved for press and hero placement.



High-resolution files available on request.

COVER IMAGE



Final back cover available on request.

FOR EVENT ORGANIZERS

Desiree Goldey turns "that's just who I am" into an outdated leadership crutch. She makes the case, with data and over 25 years in business with a focus on leadership and hiring, that self-awareness is a buildable skill, and shows audiences exactly how to build it.

Signature Keynote

"That's Just Who I Am": Why Your Personality Isn't Your Leadership. The talk includes Meant vs. Landed, a live exercise where every person in the room measures the gap between what they meant and how it landed.

Formats

Keynote, in person or virtual, 45 to 60 minutes. Half-day and full-day workshops.

Talks, Formats and Booking

notapersonalitybook.com/speaking

AV Needs

Standard mic and screen setup. No elaborate rider.

FOR PODCAST BOOKERS

Desiree is comfortable on either side of the mic. She co-hosts the Talentless podcast with Ashley King, CEO of TalentEd.

Suggested Angles

- Why self-awareness is a leadership skill, not a soft skill, and what that distinction actually changes at work.
- The blind spot problem: what leaders miss about themselves, and what it costs their teams.
- Empathy as a real-time leadership tool, not a personality trait.
- What hiring reveals about a leader's self-awareness, and why recruiting is the most honest thing an organization does.
- Mentoring without losing yourself in the process.

Sample Questions

- Your book argues leadership isn't a personality type. What's wrong with the way most leadership advice frames this?
- You write about the gap between how leaders see themselves and how their teams experience them. Where does that gap usually show up first?
- Why does empathy belong in the hard-skills column instead of soft skills?
- What does building inclusion into a system look like, in practice, versus just intending it?

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