

# The Ambassador Model

*A Framework for Everyday Organizational Leadership*

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## 1. Standard Bearer (Representation)

**Core Question:** What do we stand for when we walk into the room?

- Articulates mission and priorities clearly
- Models values-aligned behavior
- Protects credibility and reputation
- Holds the line on standards

**Healthy Expression:** Clarity, consistency, accountability

**Shadow Risk:** Defensiveness, rigidity, loyalty without discernment

“Here is who we are—and I live it.”

## 2. Integrator (Identity)

**Core Question:** How do I connect who I am with what we do?

- Connects personal values to organizational purpose
- Helps others find meaning in strategy
- Reduces fragmentation and silos
- Creates line of sight between role and mission

**Healthy Expression:** Ownership, alignment, shared purpose

**Shadow Risk:** Over-identification, burnout, moral distress

“This mission makes sense to me—and I help it make sense to others.”

## 3. Bridge Builder (Influence)

**Core Question:** How do I connect people and ideas across boundaries?

- Translates across teams and functions
- Connects stakeholders
- Surfaces misalignment early
- Builds trust laterally and vertically

**Healthy Expression:** Collaboration, trust, strategic influence

**Shadow Risk:** Over-functioning, political fatigue, conflict avoidance

“Let me help us understand each other.”

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## The Power of Integration

Representation gives credibility. Identity gives authenticity. Influence gives reach.

**Reflection Questions:**

- Which dimension comes most naturally to you?
- Which one do you underutilize?
- What would shift if more people operated as ambassadors rather than employees?