



# What Makes a Disruptive Leader?

**Bozoma Saint John**, *Chief Marketing Officer, Endeavor*

Positive disruption is one of the most difficult things for us to understand, says Bozoma Saint John, chief marketing officer of Endeavor, in her talk at [Leadercast 2020—Positive Disruption](#). “How do you do it in a way that will make you better without affecting and truly negatively disrupting everything around you?” she asks. For her, positive disruption means constantly challenging her interactions with people and her career.

**simply showing  
up as yourself  
is positive  
disruption**

**1. Innovate yourself.** You should always be working to better yourself, even if you’re in the spotlight where your mistakes are out there for everyone to see. The spotlight is an opportunity to always put your best foot forward, says Bozoma, but it shouldn’t deter you from evolving and stepping outside of your comfort zone.

**2. Listen to your inner voice.** Bozoma advises leaders to lean on their guts in their decision-making. In her experience making decisions in the spotlight, she’s learned to really depend on and trust her inner voice. “When you are trying to make a decision, or you’re trying to pivot, or you’re trying to evolve, the best advice is your own,” she explains. Seek counsel from mentors, parents or friends, but at the end of the day, it’s all about what you want to do.

**3. Showcase your authentic self.** “If you are authentically and wholly yourself as you enter spaces, you will positively disrupt those spaces,” says Bozoma. She uses the example of DNA to illustrate her point: When one strand of DNA is different from the rest, it changes the matter all together. When leaders show up as their authentic selves, that is positive disruption in and of itself.