









The Power of Vulnerability

"I've made mistakes too."

When we're open about our own flaws, others feel safer to be honest about theirs.

Brené Brown calls this mutual vulnerability – and it's key to building trust.



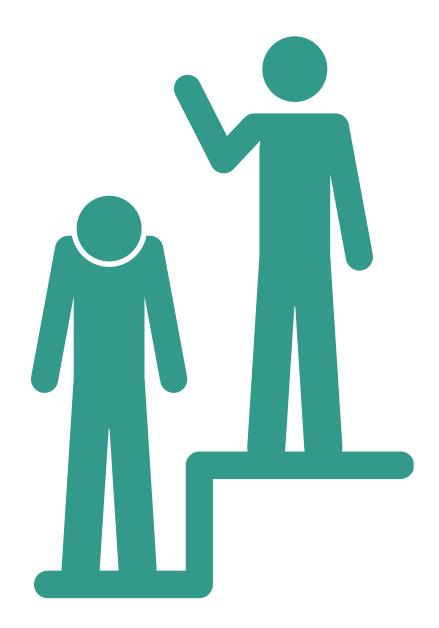


We All Compare Ourselves

"If they've messed up, maybe I'm not so bad."

Leon Festinger's Social Comparison Theory shows we assess ourselves by comparison.

When an expert shares their mistakes, it helps others feel more willing to open up.





From Leader to Partner

"You're not above me - you're with me."

Kegan's Research on Leadership and Vulnerability shows that leaders who admit mistakes create stronger partnerships.

It turns hierarchy into connection — and builds better relationships, faster.

