

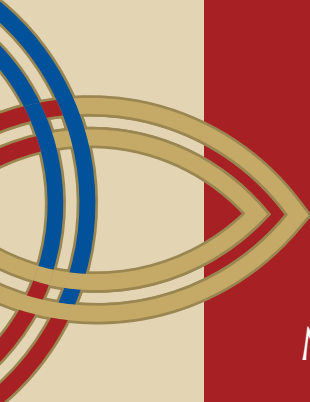
The background features a complex, abstract graphic composed of several thick, overlapping bands. The colors used are a vibrant blue, a deep red, and a metallic gold. The bands curve and intersect in a way that creates a sense of movement and depth, resembling a stylized knot or a series of interlocking paths. The overall composition is dynamic and visually striking.

MORE

A LEADERSHIP MANIFESTO

By
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More is Struggle Every Day

People see more and think that more was easy.
More is never easy. More is struggle. More is every day.



Dr. Damon A. Williams is a leader, scholar, and educator passionate about making organization's inclusive and excellent for all.

I have always fought for more, learning from those who knew more, and believed that I could be more when I myself was unsure of the grit that it took to accomplish more.

More begins early and is cultivated over time, and my roots of more run deep.

My journey began with a challenged birth, unconditional love, a fear of failure, and a spark that turned into a flame to chart a life of giving.

I grew up in the rough - where the seduction of drugs, violence and criminality was everywhere.

A community where books and classrooms were too often traded for dime bags and street corners.

A community, where teen pregnancy was as much a right of passage as high school graduation.

But I was one of the lucky ones.

My parents sacrificed greatly to give me the best education possible, sending me to boarding school, and insuring that achievement was an expectation, and not an option.

They entertained my passions and used my love of comic books and sports like a flint to a stone, sparking my interest in learning, imagination, literacy, and competitive discipline, galvanizing me to fight for the privilege of education and my desire for more.

For 40 years I have fought:

- THE black hole that swallowed too many who had far more talent than me, but did not have the same opportunity, support, and love as me;
- THE criticism of naysayers who poured heavy doses of their own self-doubt on my passions when I began to believe that more was possible;
- THE immature decisions of youth that could have derailed my purpose, but ultimately defined my character.

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Ten Principles of More

And through my struggle, the journey towards more has provided me with ten principles that now power my life:

1. More is defining your North Star vision and living with passion to accomplish your goals.
2. More is embracing a dogged commitment to maximizing your gifts, knowing that with a plan and support anything is possible.
3. More is having a growth mindset, knowing that just as a babe will fall and always get back up, you too will fall, and must forever get back up, if you want more.
4. More is confronting the brutal facts of your reality and attacking with a Warriors spirit.
5. More is delayed gratification and prioritization.
6. More is loving yourself, and others, staying focused on what matters most.
7. More is leading with courage.
8. More is being ready for the moment and crushing it, always!
9. More is embracing your privilege and using it in the service of others.
10. More is first seeking to understand and then being understood, because more understanding is the foundation of community, relationships, and inclusion.

THE GIFT & THE CURSE OF MORE

Yet to those whom much is given, much is expected – as more – demands more and the educational, societal, and economic challenges of our time, demand:

- That we empower a generation of youth fearful for their future, giving them the tools they need to truly accomplish the American Dream.
- That we spend less time talking about diversity and inclusion, and more time fulfilling the promise of diversity and inclusion.
- That we level the playing field of girl's participation in STEM and utilize women as full participants at all levels of leadership.
- That we meet the challenge of the boys of color crisis, overturning the loss of an entire generation to violence, prison, and nihilism;
- That we help vulnerable communities to overcome the new digital divide, which has some children using technology to create, inspire, and lead; while others use it to bully, joke, and sit idle on the sidelines.



I NEED TO BECOME MORE

As I look at the tidal wave of these challenges and others I know that I need to become more:

- Because the gifts of what I have been given demands that I do more to overcome the curse of what remains to be done;
- Because today's youth should not inherit the inequities that I inherited from my parent and their parents before them;
- Because so many of our youth are unloved, uncared for and without guidance, dying on our streets because no one helped them to achieve more in their lives;
- Because I want everything for my daughter who at two-years old has shown me more about life, love, and the pursuit of happiness than I ever thought possible;
- Because the demands of today necessitate that I focus like I have no accomplishments, no successes, no wins, and no championships. To begin anew in the second half of my life, fighting, struggling, and growing, like it's 1987 and I'm off to boarding school and I have everything to prove all over again.

I NEED MORE TO BELIEVE

I need more to believe in passion, as I have known it, to push for more, not because you are told, but because you are passionate about making the world a better place.

I need more to believe:

- That with love, guidance, hope, and opportunity, greatness is within reach of every child;
- That diversity is an imperative of today and the only hope for tomorrow!
- That true leaders are authentic, have vision, and inspire others through their words, their actions, and their sacrifice;
- That technology is the disruptor that democratizes ideas, innovates possibility, and is the new foundation for creating, leading, and winning in the world that we live in today;
- That greatness is about competing with self, and using passion as the fuel which powers dreams, and turns goals into the defining moments of our lives;
- That unreasonable is possible with shared purpose, a powerful action plan, a pack-like commitment to collaboration, and a win-at-all-cost adherence to execution;
- That more is possible if you have the courage and the will to step up and step out; to humble your ego; to accept the gift of help; to throw aside the yoke of convention; to truly dream and win by any means necessary.

