



# Leading With Love, Not Fear

*Jenna Bush Hager & Barbara Bush*

Sisters Barbara Bush and Jenna Bush Hager may have been born into a famous family, but each is a leader in her own right.

At [Leadercast Women](#) 2018, Barbara and Jenna shared that kindness, empathy and humility are qualities that leaders must emulate. The sisters said these traits, along with leading with love, are essential. **“There is a lot of fear-based rhetoric out there right now. That’s not leadership,”** Barbara explained.

Jenna expressed that well-defined boundaries are critical to strong leadership as well. **“Work hard but not so hard that you can’t enjoy conversations with your kids,”** Jenna said. **“Say no to some things. Find your own voice and learn the power of no.”**

Barbara blazed her own trail in the global health field as co-founder and former CEO of the Global Health Corps. **“I didn’t see myself as a co-founder or CEO. I saw a problem I wanted to solve,”** she said. **“The label felt so funny, but I had to do something that felt out of my comfort zone in order to make a dent in the issues I cared about.”**

## Top Takeaways

- “You can’t be effective at serving people if you’re not effective at listening.” — **Barbara**
- “It’s good to ask, ‘What am I doing all of this work for? Does it make me excited? Am I loving it?’” — **Jenna**