

LEADING FORWARD

SERVE. SUCCEED. REPEAT.



What's Your IMPACT?

Leadership isn't a title. It's the IMPACT you make right where you are.

I pose a question to you: **What's your IMPACT?**

Before you read any further, answer that for yourself. Out loud if you can, so it sets in for a second.

A Conversation That Sparked Reflection

I was talking with my friend & mentor **Imran Ali**, the Senior Director of Training for **Law Enforcement Training & Consulting (LETAC)**, where I'm proud to be part of the team. We were discussing the training we provide & the ways we connect with people in workshops, keynotes, & conversations about leadership, culture, & growth.

After that talk, something clicked. It made sense why so many of our conversations focus on that topic. Not because either of us is trying to convince the other, but because we both understand how important it is. The goal isn't just to teach. It's to **make an IMPACT**, & even more, to help others make one for themselves.

Whether you lead a company, manage a team, or influence others through your actions, this question applies to you. Making an IMPACT goes beyond your title or job description. It's about how you show up, how you lead, & the way you affect the people around you.

What Does IMPACT Mean to You?

So again, I pose this question to you, the reader. **What is your IMPACT?**

When you first read that, what came to mind? Most people think of their **job or position**, which makes sense. Whether you serve as a leader, a business owner, or a professional, we're often conditioned to believe that what we do defines who we are.

Some speakers say to be more than your title. Others tell you to lean into what you do. Some challenge you to think differently about what you can become. There isn't one right answer.

To me, what matters is this: **What IMPACT are you making?**

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My Own IMPACT

We all make an IMPACT in some way.

For me, I try to make an IMPACT as a **father**. I make mistakes, but I don't let those mistakes pull me from my purpose to have a positive IMPACT on my kids.

I also try to make an IMPACT as a **friend**. I do my best to be supportive, loving, & kind. I fail at that sometimes too, but the goal never changes, to make an IMPACT.

In my law enforcement career, I worked hard to make an IMPACT on the people I served, & on the partners who served beside me. I wanted them to see that we could do the job, stay human, & still care. I believed that how we treated people mattered, not just for them but for us too. Those same principles of leadership, empathy, & accountability apply in every workplace today.

Today, I continue that mission as a **speaker, author, & leadership coach**, creating IMPACT through education, connection, & transformation. The lessons I learned in uniform now fuel my purpose in helping organizations & teams build stronger, healthier cultures that lead with empathy & purpose.

Learning from Others

When I watch **Imran** teach, I'm always in awe of how he commands a room, the energy, the passion, & the way he connects. There's a reason he's in such high demand. That's IMPACT.

When **Dr. Shawn Moore** presents on culture, it's powerful in a different way. He opens hearts & minds through his message, & you can tell the most important thing to him is the IMPACT he leaves behind.

When I recently watched keynotes by **Matt Griffin & Joshua Bitsko**, it was clear they were focused on IMPACT, & they made them.

All of them remind me how vital it is to focus on the influence we create, not just the information we share.

Staying Focused on the Bigger Picture

Too often, we get lost in the small things, the politics, or the frustration of a moment. We hold onto those feelings & hurt ourselves by fighting battles that don't serve the bigger picture.

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At some point, we have to move from frustration to reflection & see those moments as lessons learned. Because one thing is certain: **life doesn't stop moving.**

If we want to make an IMPACT, we can't stay stuck.

We have to keep moving forward through the hard moments & the setbacks, because that's where growth happens.

Your Turn

So ask yourself again:

- **How can I make an IMPACT every day, in what I do, & on those around me?** Even the smallest actions or quietest words can change someone's direction more than we realize.
- **What kind of IMPACT can I make on my own life, my happiness, & my peace?** The more centered & healthy we are, the more capable we become of making a lasting difference for others.

At the end of the day, your IMPACT isn't just what you do.

It's what you leave behind in the people you touch.

You can find printable version at <https://dustinreichert.com/category/leadership/>



ABOUT THE AUTHOR

Dustin Reichert is an author, keynote speaker, and team-building specialist with nearly 20 years of experience helping individuals and organizations strengthen performance and connection. A retired Deputy Sheriff, Dustin draws from his background in leadership under pressure and years of work with teams across the country to teach practical tools for growth and resilience.

His Leading Forward series explores how personal leadership can create lasting impact within people, teams, and culture. Dustin helps audiences rediscover purpose, build stronger relationships, and lead with authenticity.

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