

S2: E157: 2026 Belongs to Feminine Leadership, Holistic Brands & Service-Driven Visionaries

Hey there, welcome into the Your Legacy Brand podcast. This is your host Tiffany Neuman, and if you've been listening to the show, welcome back. I'm so grateful for you to be here.

And if you're new, you may be wondering, who is this Tiffany chick and why should I listen to her?

So I was a brand strategist and creative director in the corporate world, working with brands like Burt's Bee, Stolichnaya Vodka, Chase Bank, Adidas, and so many more for years. And this time of year, every year, I used to have my trend predictions come through for brands, and we would really look at forecasting the next year ahead. So that is what I'm doing here on the podcast.

But instead of big brands, we're looking at what is 2026 going to hold ahead for thought leaders. So I want to dive right in and say that there's something that's been coming through for me for months now, quietly at first, and then louder and louder from all different angles. And I'm finally ready to really talk about it, say it out loud.

I believe that 2026 is going to be the year of feminine leadership, the year of a new wave of thought leaders, the year where people who lead with heart, integrity, and service rise to the forefront, not through force, not through algorithms, not through perfection, of course, but through presence, generosity, and embodied leadership. And if you've been feeling that too, or you like the sounds of that, this episode is for you.

Now, I do have male clients and male followers, but I primarily work with women just because that's the way it is. But if you're a man, you're listening to this, and you're like, oh, feminine leadership, that's not for me. That's not necessarily true. I'm not saying that you need to actually be a woman or identify as a woman, although it will speak to those people mostly.

But also, there's a lot of amazing, conscious, heart-centered men that I think are going to be part of this as well.

The truth is, the shift has been happening since 2020. I believe it happened quite a long time ago. Something cracked open. Audiences got smarter. People grew tired of all the noise. And the world collectively realized we don't want more gurus. We want humans we can trust.

For a long time, bro marketing led, right? This is where hyper-polished brands worked and manufactured authority worked.

But now, consumers feel the difference between marketed at and served. They feel the difference between manipulation and meaning, between ego and embodiment. And they're choosing differently.

Which brings me to a recent trip that I just got back from. I was just at my amazing long-term client, Selena Slew's event, where we celebrated the launch of her USA Today bestselling book, Rich Relationships. And here's a quick overview if you haven't read of it or heard of it yet.

Rich Relationships is about building meaningful relationships that nourish your life, business, and soul rooted in generosity, connection, reciprocity, authenticity, and not transactional networking. So it's the opposite of go-big-or-go-home success culture we all grew up in. And it's essentially a manual for this new era.

And while I was there at the event, surrounded by some of the most real, kind, generous thought leaders I've met, all six, seven, and many eight-figure entrepreneurs, something clicked inside of me.

My hunches that I've been having for these last few months were validated. This inner knowing that I had was confirmed that this new wave is here and it's already happening.

These leaders were not posturing, they weren't bragging, they weren't sculpting themselves into these perfect online avatars. They were open, supportive, collaborated, rooted. I don't know if I just realized I just said collaborated. That's not a word. Collaborative and human, just like myself. And the beautiful thing was every single one of them are thriving.

There's so much talk online right now about people aren't buying, and this isn't working, and that's not working. The truth is, a lot of the old ways are not working, but the new ways are working. Just like I announced that I am fully sold out in my mastermind and one-on-one coaching for all of 2026.

And I do not say that to brag at all. I'm kind of dumbfounded myself, but people see my integrity, people see how much I care, and I don't almost said how hard I work, but I'm trying to work on that language for myself. Trying to provide the value without working so hard like I have the past. But anyways, I digress. See how much I care and how much I serve, and that's the same thing that I saw at this event. So again, let me be clear.

When I say feminine leadership, I'm not talking about gender. I'm talking about energetics, and if you've been listening to me for some time, energetics is where it's at. This is what I think feminine leadership looks like.

Collaboration over competition, depth over virality, going viral, those vanity metrics, embodiment over performance, service over self-promotion, although as a brand strategist you gotta promote, but you know what I'm saying. Intuition guiding the strategy, results rooted in relationships, and brands that feel alive and real, not manufactured.

This is not soft. It's power with, not power over, and it is expansion that includes humanity. I truly believe that this feminine leadership is the antidote to everything that's breaking in the online industry right now, and I'll go even further to say everything that's freaking breaking in the world right now.

So on the opposite side, what's dying out, the things that are fading rapidly include bro marketing, aggressive selling, hustle as identity, manufactured celebrity, over curated personal brands, super niche

tunnel vision, buy now or you're gonna fail forever pressure, fake authority, coaches teaching things they actually haven't done, and content without soul.

Now I want to say one thing quickly about coaches teaching things they haven't done, because I work with a lot of my one-on-one clients and mastermind clients, and there's this hesitation with leaders and true experts that I see where they're afraid to put themselves out there because they think they need more, and I actually just had this conversation in my mastermind last week where these beautiful humans who have 20 plus years of experience were I don't know if I'm there yet to claim this right, and I'm like I know your background, I know how incredible you are, and all of the things that you've done, both these people seriously are incredible business owners and humans, and so I don't want you to hear this coaching and teaching things they haven't done, and put that on yourself automatically, because most likely if you're listening to this, you are heart-centered, you are a true expert, and that is my mission, especially after this last year and watching so many true experts struggling.

Well people who are good at marketing and really don't have the expertise, they're good at selling and making money, but then people get into their world and they're not being served, and they're not actually getting the results, that needs to be over, and so yes there are coaches teaching things they haven't done like saying they're at seven or eight figures and they're not, or saying maybe they had a seven-figure launch but their bank account is negative because of all the Facebook ads they've done, right?

So I want to be very careful with this language because I happen to know from my own experience and watching so many of my clients who are incredible doubt themselves, so I say that, but most likely because you're listening to that, that is not you.

And to summarize that portion, really the era of performative influences is ending in my eyes, and the era of embodied leadership is what's rising.

People want to feel you, they want to trust you, and they want to sense that you actually see them, not target them. They're not just a number, and this is why so many polished hyper-strategic brands are quietly fading away, while other quieter brands, the ones who've been doing the inner work, staying the course, serving deeply, are starting to rise. Sometimes it seems like overnight, but really it's always slowly and powerfully.

Now let's shift a little bit. Another pattern that I've been noticing is people are abandoning hyper-niching and one-dimensional business models. I referenced this a little bit earlier, but we are really stepping into an era of whole human entrepreneurship. I almost think of it like the Renaissance era. I studied art history, I went to art school for graphic design, and photography, and printmaking, and art history, and business, and all of the things. And one thing that really stood out to me is the Renaissance era, and just how beautiful it was where philosophy met art, and there was just all this creativity and true abundance.

Now it doesn't feel like it in this moment at all. My personal belief, and you can totally choose to disagree with me, is that we're having a breakdown before a breakthrough. And we have a chance at another Renaissance era if we play our cards right, because AI can actually give us the tools we need to not have to work so hard.

But just like anything else, just like money and power, things can be used with good intentions or bad intentions. And so this is where we need to stand up for what we believe in, and kind of going off on a tangent here, but it's the truth.

And so what if you think about somebody like Leonardo da Vinci, he was a physicist, a doctor, an artist, a philosopher, all of the things.

And I see so many multi-passionate humans who just are incredible being told that they have to niche down into one little area of business to be successful. And I completely disagree with that, especially into the era that we're moving into.

Now I'm not saying to be a complete generalist and you have to be everything to everybody, because that does not work.

However, if you have multiple gifts, there is always a way to find the golden thread and position yourself as an expert to a specific subset of people. So myself, for example, I work specifically with thought leaders, speakers, authors, coaches, consultants. So there is somewhat of a niche there, and branding is my niche, but I also do mindset work.

I do coaching, I do speaker training, I do a lot of different things. Because if I was to niche down and just did one thing, like just my websites that we create for people, first of all, I would go crazy and get annoyed because I love all of the other things, but my clients wouldn't walk away with as much of a well-rounded solution.

So this is where your expertise, your interests, your values, your intuition, and your lived experience can all come together to form what I call your brand operating system.

And this is the beautiful thing. When people blend modalities, combine strategy with energy, and offer both high touch and scalable support, we can ditch the idea that you must pick one thing and really expand into multi-dimensional leadership. We can integrate AI without losing our soul.

So this is really what I call the return of a full spectrum thought leader. Maybe it's not the return to, maybe this is a new thing that I'm making up, who knows, we'll see. Because the world no longer wants these one-off experts.

They want leaders who can hold complexity, depth, nuance, and evolution, and really understand them and where they're at and guide them to the next, their next evolution. And the last trend that I want to talk today that I'm seeing everywhere is all about partnerships, reciprocity, and a collective rise.

Collaborations, shared audiences, guest teaching, borrowed platforms, co-created programs and retreats.

This is the era where rising together is not a slogan, it's a strategy.

I've really leaned into partnerships myself, and it used to be like the lone wolf and I'm successful all by myself and look at me and what I've created. But I think that we're kind of done with these siloed businesses and no one really wants to do this alone anymore.

And I'm sure you've seen thought leaders like Marie Forleo and a lot of her gang, or I'm trying to think of other thought leaders, and of course it's not sticking to my mind right now to be, oh, like Amy Porterfield and, oh my gosh, what's her best friend's name? I should be prepared and for some reason I can't think of their names. But you know what I'm saying, the thought leaders who promote each other and their lists grow and grow and grow. That's already being done, but I really do think that we're moving into a new era where network is currency, where generosity is strategy, and where resonance is more important than our reach.

And no one should honestly be on this journey by themselves. This is truly how I believe thought leaders will be growing in 2026.

So if you're listening to this and your whole body is going, yes, this is what I've been feeling, but I couldn't articulate, or wow, this sounds incredible, I want you to know something.

I truly believe if this resonates with you, this is your time, this is your era, this is what you've been waiting for. You are not imagining this shift. The world is recalibrating, the industry is realigning, and the loudest voices are fading while the truest voices are rising.

I can almost guarantee you that if you stay the course, play the long game, keep showing up with heart, clarity, embodiment, and service, you will become a leader or grow as a leader in this new era. Again, not because you hijacked or hacked an algorithm or your vanity metrics look good, but because you answered the calling, stood your ground, spoke your truth, and really served from the heart.

And again, if you're like, okay, Tiffany, this all feels true, but what do I actually do? Don't worry. Next episode, I'm going to share my predictions for the actual marketing strategies that will matter most in 2026. This is what I'm actually gliding my one-on-one clients and my mastermind through, practical, tangible, tactical side of the shift. Because like I said, the energetics are changing and the strategies must change with them. And it's not a one-size-fits-all approach. I've been talking about this a ton. You have to find what specifically works for you.

So it's going to be a powerful one. If you haven't already subscribed to the podcast, if you're just listening and checking it out today, make sure you do so, so you get notified next week when the next episode comes out. Until then, keep leading with integrity, keep anchoring into your values, keep listening to your

intuition, keep serving with heart and clarity, because I truly believe that the new era belongs to leaders like myself and you.

You are right on time for this, and I can't wait to keep supporting you as we move forward. And speaking of that, I did say that everything is sold out, except I'm always super transparent. There is one spot in my mastermind for 2026 left.

So if you want to join a small, intimate group of other humans and be led by myself, really weaving in the energetics and the strategy to step into this new wave of thought leadership next year, go ahead and book a call with me. You can do that by finding the link in the show notes. I'd love to talk it through with you and see if you're a good fit.

Again, it's with an incredible group of entrepreneurs. Most of them were with me last year and they stayed on. People doubled their income, really got clear on their niches or their not niches, completely changed their business model. So much happened this year that I cannot wait to see what transpires last year.

Either way, I hope you have a beautiful rest of your week, and we'll see you again here next week.