

S2: E167: The Hidden Cost of Outsourcing Your Authority

Hey there, welcome back to the Make Your Message A Movement Podcast. This is your host, Tiffany Neuman.

Super excited to be with you here today and we are going to talk about the cost of outsourcing your authority. As thought leaders, specifically coaches, consultants, speakers, and authors, it's super important that we own, we name, we experience and we really guide people with our authority.

But we are also living in a time where it has never been easier to outsource our thinking. AI can write for us, experts can tell us what to do, algorithms decide what's gets seen and yet, I've never seen so many smart, capable leaders feel unsure of themselves. Not because they lack intelligence, not because they lack experience, but because somewhere along the way, authority quietly slipped outside of them.

I can't tell you how many colleagues, sometimes clients that come to me and say they use ChatGPT for everything. I want to be clear about something up front. I use AI almost every single day as well. I love smart tools. I've been technical and on the edge of tech for over 20 years. I believe technology can expand leadership when used well.

This episode is not about rejecting AI strategy or expertise, but it's about understanding the difference between supporting your authority and substituting your authority and I spelled specifically called to talk about this because we use AI in brand OS Pro, it's been an integration into my business and how I serve clients, but we use it very specifically and strategically and so I've been noticing more and more people outsourcing their authority and tools really should amplify our discernment, not replace it.

So you may be in agreement with me and like I 100% understand and I'm with you and so I want to have this as an open conversation.

I'd love to hear your thoughts, connect with me. I'm only active on LinkedIn. I don't do other social media, talk about being social media optional all the time. So more episodes about that coming soon. Or you can email me at tiffany@tiffanyneuman.com but I'd really love to open a conversation about this because I think it's so important. So the thing is, most people don't consciously hand over their authority. It happens very, very subtly. People start asking, we all start asking like, oh, what's the best way to say this or what's working right now, or what's the right move?

But over time, the center of gravity shifts and decisions start coming from trends instead of truth or optimization instead of alignment, or reaction instead of conviction and eventually leaders can stop trusting their own perspective and intuition even when it's grounded in years of experience.

And here's something important to remember, algorithms are designed to maximize engagement, not wisdom and AI is trained on what already exists, not what's emerging. So neither of these can sense timing, feel nuance or hold responsibility, or even deeper understand consequences and that's where our leadership requires judgment and judgment only truly lives in humans.

So, think of it this way, AI and strategies are like maps. Same thing with experts too and myself included. Like we can help guide other people but we're not here to make decisions for them. We can show and AI can show where others have gone before, what routes exist, what's been done before.

But you always have to be the actual compass. Only you can feel when something is off, when a path doesn't fit, or when it's time to slow down, speed up or pivot. If you follow the map without actually listening and looking at the compass, you might move fast, but you won't move true to your true north.

And this matters more than ever right now because in an age of infinite content, copy and paste messaging and increasingly sophisticated AI, the most valuable asset you hold is discernment. People aren't looking for leaders who are perfectly optimized, they're looking for leaders who are grounded, thoughtful, consistent and clear about what they stand for. Authority isn't declared, it's actually felt.

So when authority lives outside of you, the hidden cost is your messaging will feel hollow, your confidence will waiver, your decisions feel heavier and your brand loses coherence. You might still be visible, you might still be producing, but something essential gets diluted. And energetically, people can feel it even if they can't name it. True authority on the other hand, doesn't mean knowing everything, having all the answers or never changing your mind, it means trusting your judgment and intuition, owning your perspective and being willing to stand by your decisions.

Authority is calm, coherent and it doesn't chase.

This is why I'm so intentional about how we integrate AI inside the brand OS Pro ecosystem. Because AI should not replace your thinking, it actually should protect it. We make sure that all

your IP is protected. It becomes a place to house your IP. By the way, if you don't know what IP is, it's intellectual property and if you are not intentionally creating your IP and protecting it and trademarking it, that's something we'll talk about in another episode. It becomes a system that reflects your voice and a tool that reinforces consistency without erasing nuance.

The goal is never automation for automation's sake. The goal is to set you free to lead. So some questions to sit with today is where have I been deferring instead of deciding? What opinions have I been trusting more than my own?

Where have I optimized away my intuition?
And what does leadership look like if I trusted myself more fully?
As always, no judgment when you ask these questions, just awareness.
This season is asking something different of thought leaders. Not more output, not more noise, but more ownership.

Your authority doesn't live in a tool. Tools help us optimize, they save us time, they give us space, they actually should help us be more creative.

So I want you to walk away with today knowing that your authority lives within you. Please continue to get support, use the strategy, use the AI. All of those things are what I offer inside all of brand OS Pro, my one-on-one, my masterminds, and never give away your own authority. I'll see you next week in next week's episode where we dive into the things that make people trust you before you even offer anything, which is very important because trust is our biggest commodity in this age of AI. As always, sending you so much love as we close out today. I'd love to hear from you and your takeaways from today's episode. We'll see you next time.