Fearless Leadership: Teach Courage, Creativity & Confidence Through the Eras of Taylor Swift

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A free, ready-to-use classroom module for high school educators.

Adapted from the work of Mariah Yates, Ph.D., MBA, Western Kentucky University

Taylor Swift isn't just a cultural icon; she's a living case study in leadership, reinvention, and creative strategy. This module uses her "Eras" as an engaging entry point for students to explore what leadership really looks like: courage, authenticity, resilience, and the confidence to express their voice.

The result? A classroom experience students instantly connect with, and one that helps them develop the skills every future innovator needs.

What Students Will Learn

This lesson helps students:

- Identify their personal leadership style
- Explore creativity as a tool for problem-solving and self-expression
- Build confidence in communicating ideas and taking thoughtful risks
- Reflect on how they can lead in school, their community, and future careers

It's a perfect fit for entrepreneurship, business, leadership, marketing, social and emotional learning, or any class where students are growing their identity and voice.

What's Included (Free to Download)
Educator Guide

- Simple pacing options
- Step-by-step facilitation

- Discussion prompts & teaching tips
- Flexible formats for short or extended lessons

Student Packet

- Clear learning objectives
- Leadership reflection worksheets
- A creative "Fearless Leadership" project template
- Quick, print-ready pages for classroom use

Printable/Shareable Handouts
Designed for easy printing or digital sharing so you can teach the lesson today.

Why Educators Love This Module

- **Instant Engagement**: Students connect deeply with the theme and open up in new ways.
- **Zero Prep Required:** Everything you need is already built.
- **Research-Based:** Adapted from the leadership scholarship of Dr. Mariah Yates.
- **Entrepreneurial Mindset Ready:** Encourages reflection, creativity, communication, and courageous decision-making.
- **Flexible for Any Course:** Works as a full lesson, a project, or a reflective activity.

A Creative Leadership Project Students Will Remember

Students create their own version of a "Fearless Leadership" expression — inspired by the Eras but rooted in their own identity.

This might be:

- A personal leadership "Era" timeline
- A creative artifact (art, writing, playlist, poster)
- A short reflection or pitch on how they want to

lead

awards for her teaching, research, and service.

It's meaningful, expressive, and accessible to every type of learner.

Bring Fearless Leadership to Your Classroom

Give your students a fresh, relevant, and inspiring way to explore leadership and creativity.

Download the Free Module

- **Educator Guide (https://eiexchange.com/api/submissions/1335/documents?file=Fearless%20Leadership%20Educator%20Resource%20Guide.pdf&download=1) (PDF)**
- **Student Packet (https://eiexchange.com/api/submissions/1335/documents?file=Fearless%20Leadership%20Student%20Handouts%20Packet.pdf&download=1) (PDF)**
- **Semester-long Course Module (https://eiexchange.com/api/submissions/1335/documents?file=Fearless%20Leadership%20Discover%20Your%20Era%20%20Semester%20Lesson%20Module.pdf&download=1) (PDF)**
- **Pop-Powered Mini-Lesson** (https://eiexchange.com/api/submissions/1335/documents?file=Fearless%20Leadership%20Discover%20Your%20Era%20in%20This%20Pop-Powered.pdf&download=1)

Perfect for teachers, facilitators, after-school programs, and anyone helping young people grow into confident leaders.

About the Course Developer

This module is adapted from the work of Dr. Mariah Yates(https://www.linkedin.com/in/mariah-yates-phd-mba/) an Associate Professor in the Gordon Ford College of Business at Western Kentucky University, where she teaches courses in leadership, organizational behavior, business ethics, and critical thinking. Her research focuses on corporate social responsibility, authenticity, equity, and the intersection of popular culture and leadership. She is the co-author of Swift Leadership: A Taylor-made Approach to Influence and Decision Making (2025) and has received multiple