



## 5 Lessons in Personal Leadership



as embodied by  
Hwang Dong Hyuk  
Director of Squid Games  
(Netflix)





## 1. Self-Belief & Relentless Tenacity Are Non-Negotiable

***“For ten years no one would fund my script. My family and I lived on loans.”***



When it was first written, investors called it “too grotesque” and refused to sponsor the project.

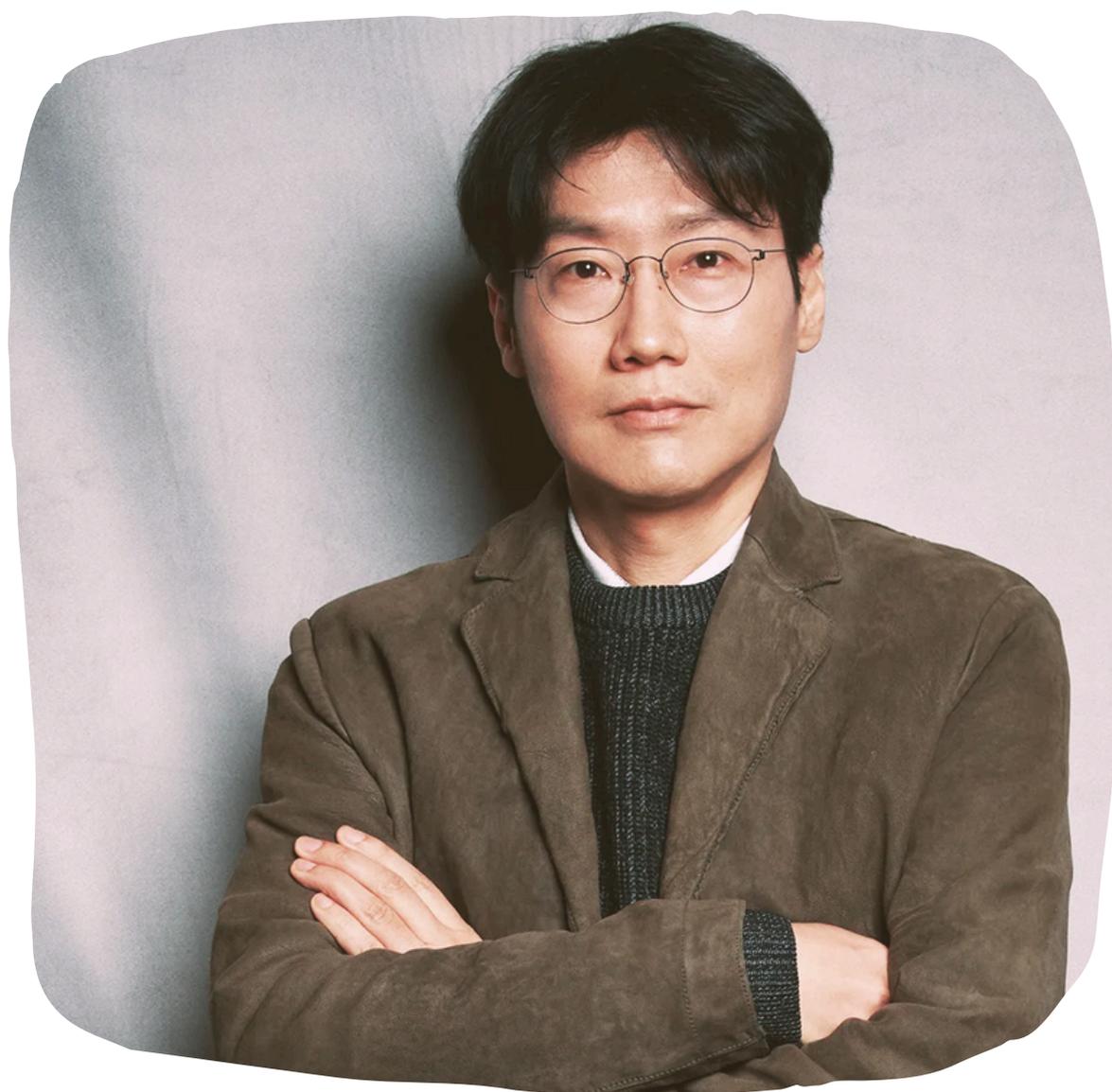
He kept rewriting until Netflix called it **“exactly what we need.”**



## 2. Draw From Personal Experience

***“I wanted an allegory of modern capitalism—extreme competition we all recognize.”***

Personal crisis became a universal fable—Hwang Dong Hyuk created sharp and relevant social commentary by drawing from his lived experiences.





### 3. Humility Creates Space For Iteration

*“As I watched the cast bring characters alive,  
I rewrote the script to fit their discoveries.”*

By being open to improving and making changes in real time,  
Hwang Dong Hyuk created something unique.





## 4. Turning Vision Into Results Takes Shared Ownership

***“Fifty percent of directing is casting.  
Get the right actor and half the job is done.”***

Great leadership knows how to create great teams! This means empowering experts fit for the job, not micromanaging them, and allowing trust to be a creative multiplier





## 5. Be Intentional About What You Want To Achieve

***“I hope Squid Game is remembered as thrilling—and a lens on society’s issues.”***

Impact, not virality, is his metric.

By staying true to his deeper purpose, Hwang Dong Hyuk leveraged his storytelling to bring a meaningful message to his audience.





Resilient leadership is not solely about overcoming adversity and “bouncing back”.

It is about honing all the other traits that help leaders create a space of **“thrive rather than just survive”**

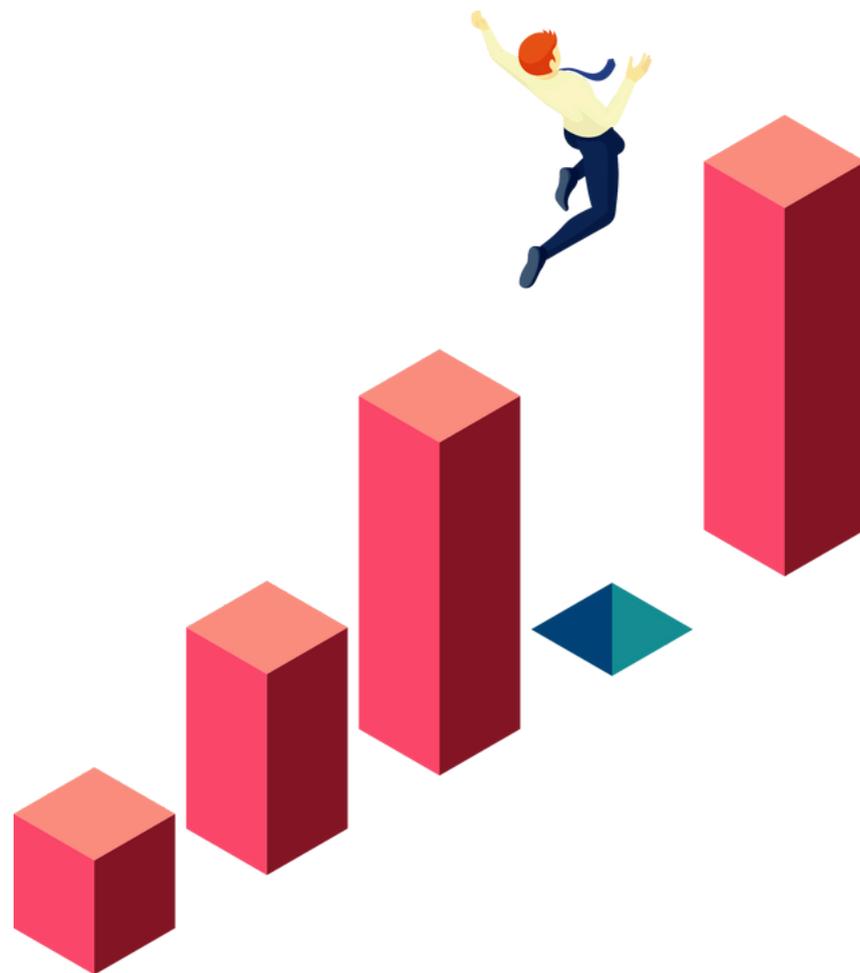
Hwang Dong Hyuk’s Squid Game journey proves that leadership also requires:

- **tenacity and self belief**
- **the ability to draw from personal experience**
- **the willingness to make changes in real time**
- **the ability to build and trust a great team**
- **deep intention and thoughtfulness behind every move**





If you are not sure how to bring more vision, teambuilding, tenacity, or self-belief into your leadership style, this is precisely the sort of thing a coach can help you with!





Hi! I'm Van and I post about the leadership shifts that have the potential to transform how we work and live.

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Vandana Boolell

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