

FRIDAY

# LEADERSHIP FUNDAMENTALS

# INTRODUCTION

Working with leadership is vital to have a few fundamentals explaining what you mean by 'leadership' and how you want to work with it as a company.

Leadership is not one thing to all companies, because contextual factors plays a big role when defining and developing an impactful leadership practice.

Therefore, every company must do their homework and define what their fundamentals are, so that everyone across the company understands it and can act on it consistently and with the desired impact.

In this tool you'll get an example of what such leadership fundamentals could look like, as a starting point of decoding the ones that works in your unique company context.

## STEP 1

- Educate yourself in the leadership fundamentals and what they could and should mean in your company context.
- Include as many as possible in these discussions and see the movement in a more high impact leadership direction as a priority for all leaders to lead and pay attention to in everything they do. Let them define what the leadership fundamentals could and should be in your unique context.

## STEP 2

- Define leadership fundamental headlines and an explanation laying out what the individual fundamental is all about.
- The explanations should be as concrete as possible and have a bit of edge to it, so that they are memorable and able to put into action.

## STEP 3

- Have a dedicated team of people with the responsibility of collecting the inputs and turning those into a first draft of your leadership fundamentals. They report to the board and senior leadership team.
- Test out the conclusions from the team in every business area, making sure that everyone is part of the process and have an important role in the ongoing process.

# LEADERSHIP FUNDAMENTALS WE USE

## LEADERSHIP IS EVERYONE'S BUSINESS

To be useful in the world we live in we need flexibility, speed in making choices and a human operating system that is not stuck in the old dogmas of management. A company will have an inherent design challenge if it is operating primarily as a triangle, cascading information and decisions through layers from top-down. Sometimes that works but too often it is not the solution and the company can become less competent than the people working there.

## IF WE DON'T UNDERSTAND PEOPLE – WE DON'T UNDERSTAND BUSINESS

All companies' customers, partners, owners, shareholders and employees are human beings. Regardless of how good your business model is, how great the products and services are, how efficient your communication or sales are, one rule applies to all companies: If you don't understand people, you do not understand business, and the consequences of implementing this fundamental truth is very deliberate and focused work over time.

## A MODERN LEADER HAS NO FOLLOWERS

As a leader it is not your job to gain followers. Actually, a true modern and progressive leader has no followers. It is not about following the leader as an employee, but instead to follow the flag of the company carried by the individual leader. To do that the leaders need to have a high degree of maturity and self-awareness, a leadership infrastructure of solid support and a very clear and inspiring ambition to follow.

## IT IS NOT ABOUT YOU

When we are too preoccupied with our own self-worth and status, we are less preoccupied with the common goal we all have in a company. Getting to that point takes an effort to help and inspire your leaders to carry out conscious leadership while setting up an environment acknowledging that exact behavior. When the company provides everyone with an even better choice than being too self-focused momentum will begin to pick up.

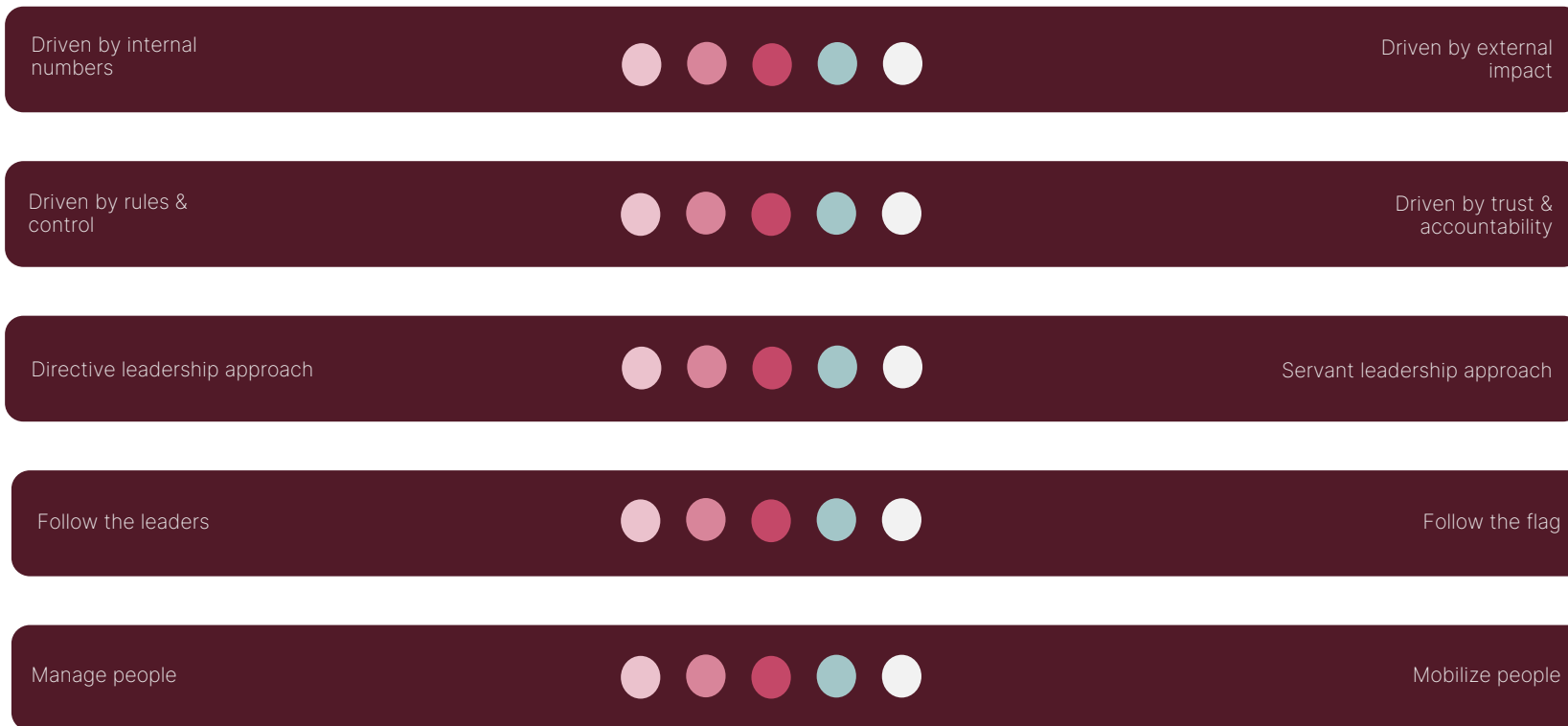
## IT TAKES TALENT TO DEVELOP TALENT

To inspire people and align individual interest towards a common goal is a difficult leadership task. The leaders must be supported and trained in how to activate their own unique talent and potential, so that they can inspire and support the people they lead to do the same. Developing talent is one of the most important tasks for any leader, because it will directly impact the business, the teams and the individuals.

## BEING RESPONSIBLE IS THE ULTIMATE SUPERPOWER

Leaders have a difficult job and are faced with a range of tough situations. The ability to consciously choose one's response regardless of the situation is what takes a leader to a whole new level. To do that you must control the second between any stimuli and your response to that stimuli, which is a key ingredient in our leadership training.

# WHAT IS OUR CURRENT LEADERSHIP PRACTICE?



# MAKING BUSINESS USEFUL