

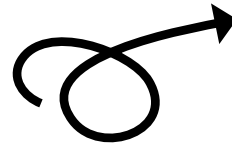
Effective Leader Profile



① FOCUS

(on the right things)

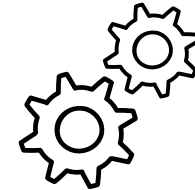
- Ask what needs to be done, not what they want to do
- Prioritise what is right for the business
- All about the opportunities not the problem



② ACT

(personally & with intent)

- Make decisions
- Accept accountability for team decisions
- Build actionable plans
- Accept responsibility to communicate key organisational messages



③ MOBILISE

(to spread responsibility & engage the organisation)

- Communicate decisions to teams
- Run productive meetings
- Use 'we' not 'I'
- Dedicate resources to organisational plans