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10 Key Elements of Leadership and Strategy for a Successful and Sustainable Business.



10 KEY ELEMENTS OF LEADERSHIP AND STRATEGY FOR A SUCCESSFUL AND SUSTAINABLE BUSINESS

The ultimate challenge for any organisation is aligning the everyday actions of its people with its strategic direction. Only when actions and strategy are in harmony and running efficiently can an organisation truly claim to be successful and sustainable.

“Leadership is the capacity to translate vision into reality” – Warren Bennis

Once you have assembled the right people on your bus and got them in the right seats the next question is where are you going and how are you going to get there?

Below we share with you the 10 key elements of Leadership and Strategy for a successful and sustainable business:

1. Craft a compelling Vision. If you don't know where you are going, any road will take you there. A vision enables you to choose a path intentionally, then plan how to get there. The leader's role is to work with the organisation to create a shared vision for the future, that everyone buys in to.
2. Articulate an engaging Mission. The Mission statement embodies your organisation's purpose, it's reason for existence. The mission aligns the resources of the organisation to achieve a desired outcome. The leader works with their team to identify what is uniquely purposeful and meaningful about what they do.
3. Define core Values. Core values describe the principles that guide an organisation's behaviour both internally amongst its people and externally with its customers and stakeholders. The leader's role is to identify and create alignment on values that are original, inspiring, and unique to their organisation.
4. Create a unifying Culture. The true impact of vision, mission and values only emerges when words are translated into actions. The role of the leader is to embody the culture of the organisation by example and ensure that these key drivers are reinforced and given meaning in the daily operations of the business.
5. Develop and implement a Strategic Plan. The strategic plan is the blueprint for implementing your vision and mission. The leader's role is to facilitate the development of the plan through a collaborative process that engages and aligns their team; and then clearly communicate the plan to ensure buy-in throughout the organisation.
6. Design a supportive Structure. While the strategic plan will provide direction it will only succeed if the resources are engaged to make it happen. This will require careful organising by the leader to ensure responsibilities are clearly assigned and people have the resources and capability to deliver.
7. Ensure Alignment of the Leadership Team. Leadership is not down to just one person. It relies on the combined efforts of a team to achieve organisational success. When there is misalignment in the leadership team, precious organisational resources are wasted in pursuit of individual agendas. The role of the leader is to unearth misalignment and engage open and constructive debate to get the leadership team aligned as one on the strategy.
8. Manage Change effectively. Once people and strategy are aligned the focus is on execution. When the inevitable hurdles are encountered the organisation's success will depend on how well it manages change. The leader's role is to help people to buy in to the vision and through regular engagement, communication and two-way feedback ensure a carefully managed transition to the new environment.

9. Develop Leadership capability. Successful organisations invest in developing their leaders. They recognise that leadership is a skill that can not only be learned but is continually evolving. Today's leaders must be able to demonstrate agility to not only embrace complexity and ambiguity but manage with empathy, compassion and understanding. Executive and leadership coaching play a key role.
10. Plan your Succession pipeline. Sustainable organisations look ahead to the leaders of tomorrow. They identify high potential talent early and through guided development and career movement build a healthy pipeline of potential leaders for the future. The enlightened leader strives to achieve a 'leader full' rather than simply a 'leader led' organisation.

Achieving sustainable success in any organisation requires alignment of leadership and strategy. When all the key elements are in play the result is an organisation where the actions people take every day combine to successfully deliver on the achievement of business vision, objectives and goals. When this occurs, the leader can truly say "we did it together".

Our Services and Resources are here to help you:

Contact Howardco to discuss how we can help you align your people and strategy for the successful growth of your business on 0417 594 760 or warren@howardco.com.au or visit our website www.howardco.com.au.

- Vision, Mission, and Values
- Business Strategy and Planning
- Change Management
- Work of Leaders Program
- Leadership Team Development
- 5 Behaviours of a Cohesive Team™ Workshop
- Executive and Leadership coaching
- Succession planning
- Future Leaders' program
- Management Development