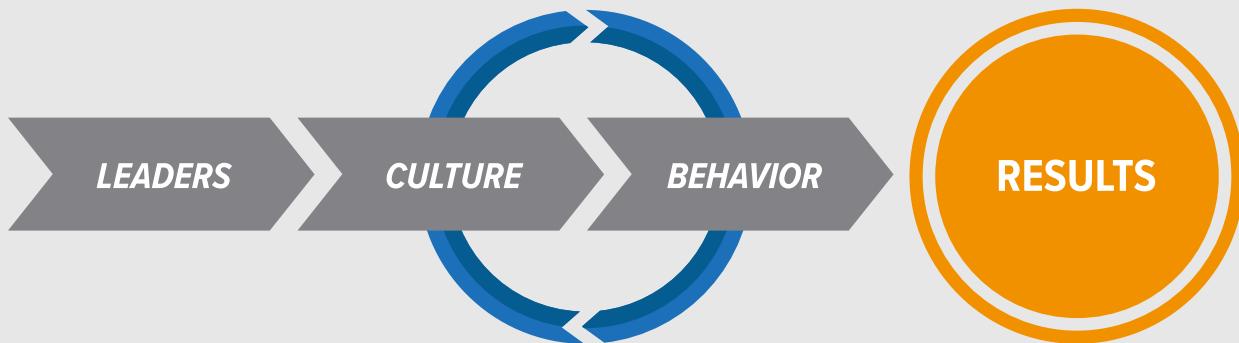




RELENTLESS LEADERSHIP

THE PERFORMANCE PATHWAY™



Leaders create the culture that drives the behavior that produces results.

It's no secret that a critical factor to the success of an organization is the quality of its leaders. Leadership isn't a difference maker, it is the difference maker. Not just leaders at the top, but leaders throughout the organization.

Nothing impacts performance more powerfully than culture. Nothing impacts culture more powerfully than leadership. Exceptional leaders create a culture that engages hearts and minds, energizes action, and executes with discipline.

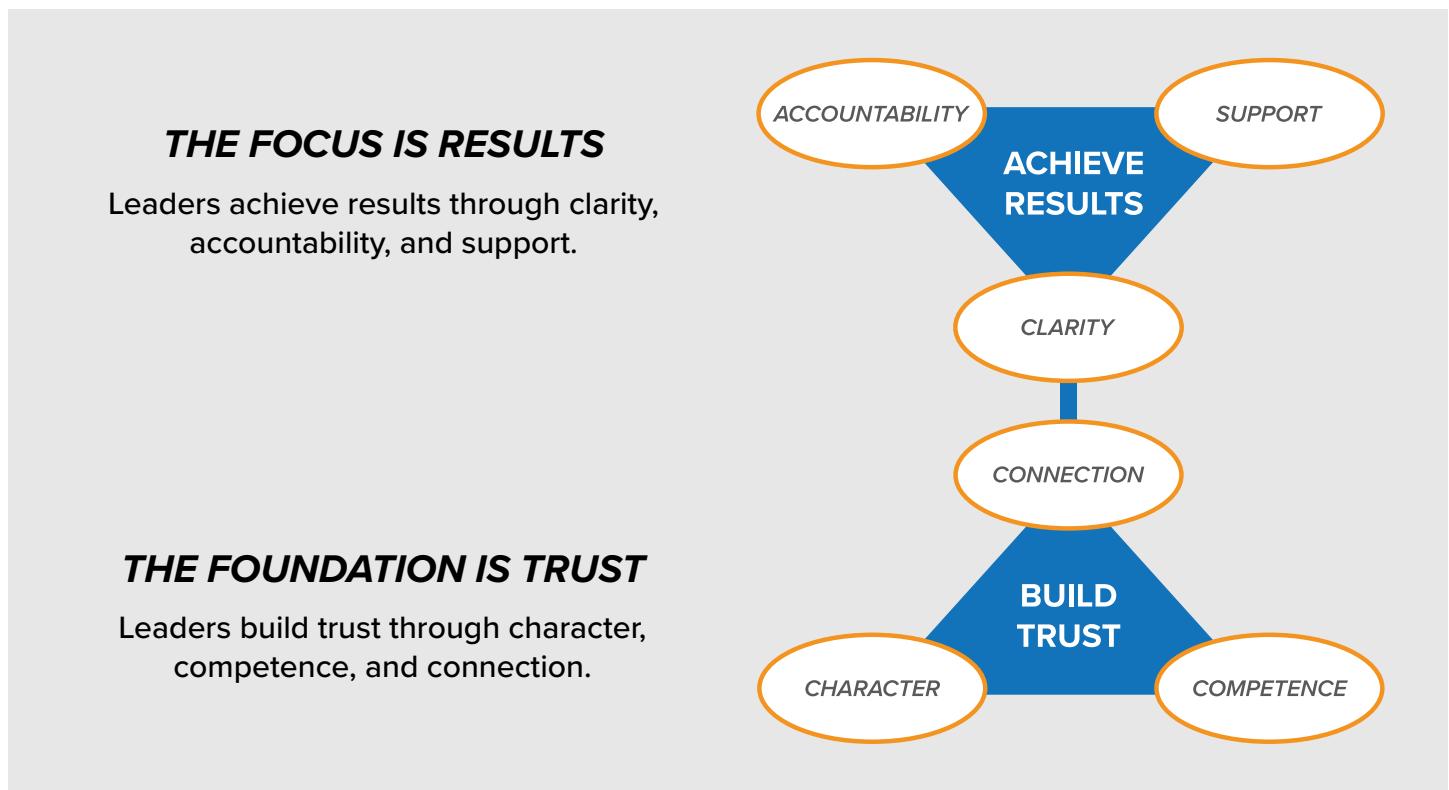
Real leadership is about the person, not the position. You aren't a leader simply because you have a title — you are a leader because you think and act like a leader. Your organization can put you in a position of authority, but only you can put yourself in a position of leadership.

THE CHALLENGE

The challenge is to break through personal barriers and become a great leader, not just a person in a leadership role. Becoming a great leader requires a relentless commitment to specific attributes, skills, and disciplines. For each of us, there are aspects of Leadership that come naturally; however, no one is born with all of the necessary attributes and habits of effective leadership. It takes work.

***Leadership is the powerful combination of two priorities:
Build Trust & Achieve Results***

Leadership is about *people* and *performance*. The most effective leaders create a culture of strong relationships and high standards. They refuse to compromise one for the other because trust without results is unacceptable and results without trust are unsustainable.



These six pillars work together to produce the kind of leadership people want to follow. Strength in one does not compensate for weakness in another. If one is missing or neglected, the effectiveness of a leader is diminished. However, when a leader consistently practices all six pillars, the stage is set for extraordinary results.

THE SIX PILLARS

Improving your capacity to lead requires cultivating the mindset and building the skill set that are the heart of leadership.

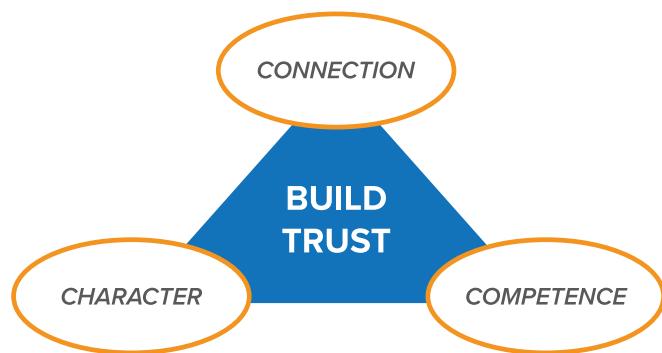
BUILD TRUST

Trust is earned through your behavior, not granted by your position. It's the confidence people have in you based on your character, competence, and connection. You build credibility and earn trust by giving people repeated experience over time in all three dimensions.

Character is ethical trust. It's built through repeated experience of you living the culture and doing what you say you will do.

Competence is technical trust. It's built through repeated experience of you helping people get things done, solve problems, and get better.

Connection is personal trust. It's built through repeated experience of you caring, listening, and engaging with others.



ACHIEVE RESULTS

Leaders are able to achieve results with their teams when they communicate the goals and action plan, clarify roles and responsibilities, hold people accountable for their part of the plan, provide needed resources, and coach them through challenges.

Clarity: Make expectations and standards exceptionally clear. Communicate simply and repeatedly to eliminate confusion and uncertainty.

Accountability: Pay attention to the people and processes that produce results, and provide timely feedback. Observe carefully and respond to what you see.

Support: Provide the tools, training, and resources that people need to do their job. Equip people to take ownership of their role and responsibilities.

