

The Five Key Questions for REMARKABLE BUSINESS LEADERS

“There are literally thousands of books on leadership and how to become a good leader. But *knowing* the qualities of a good leader often doesn't result in *being* a good leader let alone a remarkable one. Road tested on senior company executives worldwide, over many years, this is the sequence and the five key principles that are needed for high performance at the business leadership level.” Andrew Priestley

PRINCIPLE 1 AWARENESS

KEY QUESTION WHERE AM I IN THE DEAL?

In business, if you don't know where you are in the deal you are in trouble. And far too often you are working on the wrong problem. *And working on the wrong problem IS the problem.* In many countries you even have strict corporate governance laws that will penalise you *for* ignoring or *not knowing what the problem is!* So this question is all about how tuned in you are to what's happening around you and the awareness of your own internal response to what's happening. But ...

PRINCIPLE 2 ASSERTIVENESS

KEY QUESTION CAN I COMMUNICATE MY AWARENESS?

You might have very clear awareness of what's happening but if you cannot communicate that awareness effectively to others, then this is your problem. You might think that this step is about learning and mastering communication skills. And it is - *sort of.* But at your level you need to focus on high degrees of clarity and scrutiny. And your number one leadership tool is questions that cut to the chase quickly and get others thinking and explaining. The goal of communication here is to increase the accountability of others ... *and yourself.*

PRINCIPLE 3 AGREEMENT

KEY QUESTION CAN I BROKER A CLEAR AGREEMENT?

OK, right here is the big gaping hole in most leadership training. The ability to broker an agreement is the hallmark of a remarkable business leader ... but this step almost always gets overlooked. **Understand that agreements are the glue of delegation.** If you have any people, delegation, or accountability problems ... then this is your problem. At your level your job is to broker and then effectively manage those agreements. Not manage problems

PRINCIPLE 4 ACCOUNTABILITY

KEY QUESTION CAN I MANAGE AGREEMENTS?

This is where you explore leadership and management styles. This is where your delegation and accountability issues show up. This is where you are reviewing job descriptions and holding people more accountable and raising production. And here's where you are problem solving and making things happen. If you have problems here, go back a step. However if you got the agreement right then you've got buy-in, high performing accountable teams and stuff gets done ... as agreed.

PRINCIPLE 5 ACUITY

KEY QUESTION AM I THE PROBLEM? CAN I SHARPEN MY GAME?

A dead give away is that you are expressing annoyance, disbelief or frustration with situations, people and yourself. You have recurring problems that are not resolving easily ... or at all. There's a sense of unfulfilled potential. More than likely you are contributing to the problem or *you are the problem.* Here's where the Business Leadership Profile and qualified coaching can add massive value and sharpen your game. You'll benefit by working together with someone who can challenge you and hold you accountable for what needs to happen – bigger and sooner.