

FEAL : Transformational Leadership

Leadership in a volatile context.

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Identity is the mirror of purpose

- Leaders tackle the questions of “WHY” we exist.
- A question of relevance
- Individuals & teams communities engage mission through purpose
- Purpose has the power to shape organisational identity.





Leadership failure : beware the vortex

- Complacency....”the enemy of great is good” J.Collins - Good to Great
- HubrisBig Co is hard to be beautiful
- Focus on management and control, not leadership
 - The safety of administrative heritage
 - The stimulation of the urgent not the important
 - The obsession with task and not the team...who breathe
 - The gravitational field of self absorption....the “I” and not the “we”





To succeed, leaders must activate high performance

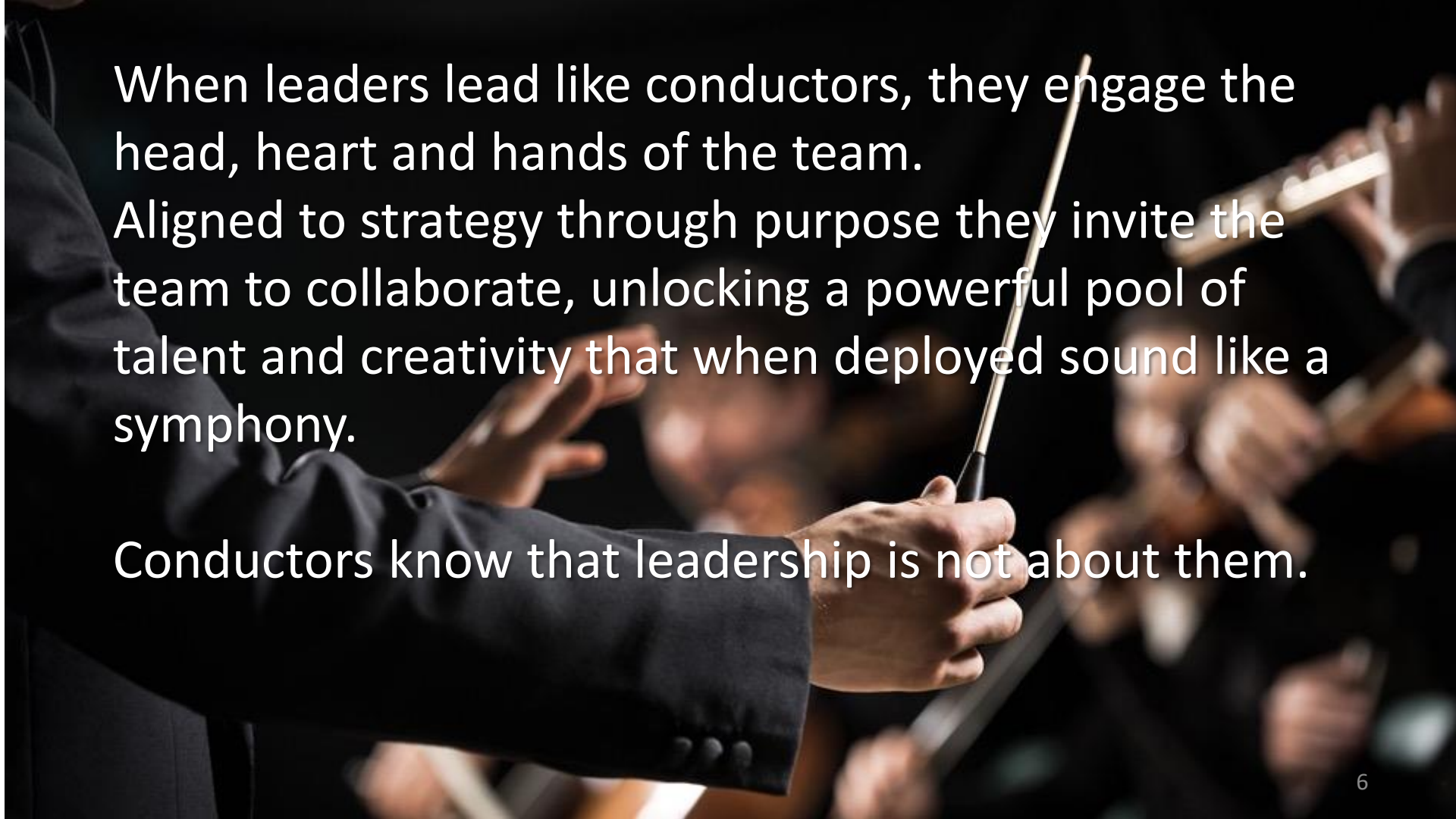
- **Winning** requires a big idea, a strategy and a plan for execution
- **Strategy** execution requires high performance
- **High performance** requires collaboration
- **Collaboration** requires a shared sense of connection
- **Connection** is created by leaders who establish deep conviction within the team
- **On Purpose/Mission** comes from the team signing up with conviction.





Transformational Leadership





When leaders lead like conductors, they engage the head, heart and hands of the team.

Aligned to strategy through purpose they invite the team to collaborate, unlocking a powerful pool of talent and creativity that when deployed sound like a symphony.

Conductors know that leadership is not about them.

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