

Executive Event

Leader Speaks Guidelines

New leader, existing team, promoted from within

This is a list of topics you might want to include in your Leader Speaks. It is not the intention that you should include each and every one of these nor is the list comprehensive. This is simply a set of best-practice headings that we have picked up from watching many leaders and teams in many different situations and organisations.

- (1) Start by explaining the areas you are going to cover
- (2) Key things you want from the event
- (3) Why you took this job
- (4) What you've spent your first weeks/months doing
- (5) Initial observations on leading, as opposed to being a part of, the team including any changes in perspective
- (6) Areas and people you need to get to know better
- (7) Acknowledge the achievements of your predecessor.
Also acknowledge anyone else in the team who applies for the job but was unsuccessful.
Explain what is happening with your old role or welcome your successor.
- (8) How you lead, your style, leadership and communication preferences, focusing in particular on differences between you and your predecessor
- (9) How you'd like the team to work together and how you intend to develop the Corporate Brain
- (10) How you want leaders in your team to lead
- (11) How you think the organisation is doing and what is going on in the broader organisational context: Socially, politically, environmentally, technologically, markets
- (12) Key issues facing the organisation - priorities, challenges, opportunities, threats
- (13) What your boss/the Board has asked you to focus on
- (14) Where the organisation/team is on the Sigmoid Curve.
Your thoughts on maintaining or changing the direction.
What's next for the strategies.
What's on the Annual Plan and any immediate changes.
- (15) What's going to change and what's going to stay the same.
Include your plans for the meeting structure, Executive Events/Team Events, working with the Next Tier Down
- (16) Priorities for the next x weeks/months
- (17) What you are excited about
- (18) Any other messages you want to get across
- (19) Finish by recapping what you have covered

Notes A Leader Speaks always has far more impact if key points are presented on flipchart
Do not use PowerPoint
Refer to The Complete Guide to Leadership for further tips
The session is followed by Reflections to generate feedback and questions

Time As long as you need to get the job done but ideally no more than 45 minutes