

Executive Event

Leader Speaks Guidelines - newly formed organisation

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) Looking back - the journey so far, why the organisation was set up and what its purpose is
- (4) What we are expected to achieve and how we will be held to account
- (5) Our customers - who they are, what they want
- (6) Our key suppliers - strengths and weaknesses, how we should be working with them
- (7) The organisational structure - why the organisation is structured the way it is
- (8) Key issues facing the organisation - challenges, opportunities, threats, anything that could sink us
- (9) Any 'environmental' issues, e.g. legislation, market trends, politics, social, technological
- (10) The mission, vision and strategies - how these have been developed/we will develop these
- (11) Priorities for us and the organisation over the next 6 months, 1 year, 3 years
- (12) What is likely to change/stay the same
- (13) Why I took this job
- (14) How I lead, my management style and preferences
- (15) How I would like you to lead
- (16) How I want this team to work and how I intend to develop the Corporate Brain
- (17) What I would like our organisation's reputation to be like
- (18) Anything I have seen so far that I like and we need to build on/encourage
- (19) Anything I have seen so far that I dislike and we need to get sorted
- (20) Any other messages you want to get across
- (21) 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