

# Executive Event

## Leader Speaks Guidelines - times of major change

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.

A key underpinning theme at times of major change is acknowledging the scale of the change and that this will put pressures on both the team and the individuals in it.

Keep in mind that, if the change is threatening or worrying people in any way, this is what will be on their minds and little else. Avoid other topics you might have otherwise covered and don't sugar coat any hard news or messages.

- (1) Start by explaining the areas you are going to cover
- (2) Key things you want from the event
- (3) The changes that are in progress:
  - (a) What you have noticed in the organisation and people (effects of change/uncertainty)
  - (b) The current situation - what is certain  
List all known facts, whether or not they are common knowledge in the team
  - (c) The current situation - what has yet to be decided  
List the decisions that still need to be made, who is making each decision and when we are likely to find out plus any other 'big unknowns'
  - (d) Who are the key players?  
List by name and state the nature of their involvement and opinion if known
  - (e) How this will impact on our existing strategies
  - (f) How this will impact on our organisational structure
  - (g) How this will impact on this team
  - (h) What is likely to change and what is likely to stay the same
- (4) What you have been working on
- (5) How the organisation is doing - results (performance, customer satisfaction, financial)
- (6) Leadership - how you intend to lead and how you want your team to lead, especially any changes to normal practices as the changes are taking place
- (7) What you want them to do after the event
- (8) 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

**Updates** At times of major change, circumstances may change during the event and it is good practice to immediately brief the whole team if there are any new developments