

# Executive Event Leader Speaks Guidelines

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) Key issues facing the organisation
- (4) Any 'environmental' issues, e.g. politics, legislation, market trends, competitors, suppliers
- (5) Current and potential threats
- (6) The Mission, Vision and strategies
- (7) The organisational structure - why the organisation is structured the way it is
- (8) How we've been doing - results (internal performance, customer satisfaction, financial)
- (9) Changes you would like to see
- (10) What is likely to change/stay the same
- (11) The Corporate Brain - how it is doing and how you intend to develop it
- (12) Your management style - how you intend to lead and what you want from your team
- (13) Their management style - how you want leaders in your team to lead
- (14) Leadership objectives for the team collectively, i.e. how you want the Corporate Brain to lead the organisation
- (15) What you have been working on - internally and externally
- (16) Go round the room person-by-person and say (one or both of):
  - (i) What you want them to focus on over the next x months
  - (ii) What they've done recently that has impressed you(Consider whether you want to deliver this verbally rather than on flipchart)
- (17) Any other messages you want to get across
- (18) 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.