

Essentials of Practice Leadership (from Jim Collins)

A. Practice Leadership

Number 1 Responsibility of Leadership

The function of leadership—the number one responsibility of a leader—is to catalyze a clear and shared vision for the company and to secure commitment to and vigorous pursuit of that vision.

Vision Includes these 3 elements:

1. Core Belief and Values (Guiding principles, philosophy of business and life.)
2. Purpose. (Your reason for your business. Your why. Grows out of your values.)
3. Mission. (What you are going to get done by a certain time.)

The Benefits of Vision

1. Vision forms the basis of extraordinary human effort.
2. Vision provides a context for strategic and tactical decisions.
3. Shared vision creates cohesion, teamwork, and community.
4. Vision lays the groundwork for the company to evolve past dependence on a few key individuals.