



## The Spirit of Great Leadership

We live in an age where the media has glamorised the heavy handed, arrogant leadership style of high profile individuals, this is the antithesis of good practice. Such approaches can only lead to cultures where bullying tactics prevail and where employees have that dreadful sinking feeling every morning when the alarm clock goes off.

Winning Pitch plc has spent many years observing the behaviours and attitudes of high performing people, in particular those that lead organisations to deliver breakthrough performance. These individuals have mastered the art of:

1. Communicating their vision to their stakeholder groups and employees with clarity. They spend 20% of their time thinking about it and the remaining 80% mobilising the resources to make it happen. They recognise that strategy is an iterative process and as a consequence have diversions planned just in case they go off track.
2. Unlocking the creative capital of their staff. They allow free thinking and a culture of innovation to flourish, this is because they recognise that their organisation will dissolve if they don't constantly change and reinvent what they do. Their drive to want to make a difference embeds a process of rewired thinking.
3. Aligning people's passion with the job role, they recognise the strengths and weaknesses of staff and ensure where at all possible people are doing the job they love. This delivers accelerated levels of achievement.
4. Creating a high performance environment where staff have a clear sense of purpose, they know where they fit in to the greater scheme of things and have an hunger for what they do. This invisible force manifests into disciplined and focused action that delivers results.
5. Living in the Stakeholder World – in business this means a customer, in the health service it's patients, in schools it's pupils and parents. Great leaders align all organisational efforts to meeting the current and future needs of their "customers".

Humility, respect for others and a sense of wanting to make a difference is the spirit that underpins great leadership. Running in parallel with these behaviours is intense personal drive and determination to succeed, such leaders then gain the "license" to drive forward – they are trusted because they deliver and like the rest of us they are just human beings!

The Spirit of Great leadership can be defined in what Winning Pitch refers to as the 4C's. Leaders in the future must create the **Conditions** for a motivated and vibrant environment – strategy and vision is clear to all and positive behaviours are always displayed. Staff are **Coached** to ensure they deliver peak performance and realise their full potential. They operate an open **Communication** structure where there are no

misunderstandings on what is going on and what is expected. Finally great leaders ensure that there are structures in place to ensure that everyone **Conforms** to the rules of the game, this translates into performance measurement and just as important values and behaviours that are consistent with the organisational culture.

It is vital that the behaviour of tomorrow's leaders do not become polarised or influenced by the increasingly popular TV programmes that portray the message that you have to be a tyrant to move your organisation forward.



John Leach  
Winning Pitch plc  
[j.leach@winning-pitch.co.uk](mailto:j.leach@winning-pitch.co.uk)  
07768 740052 / 0161 918 6785