

# Leadership IS CONTEXT

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There is enough work to be done. There are enough good people to do the work.

Stay curious about the end goal.

Know the difference between getting something done, and getting it done your way.

Style matters. Make room for it by knowing when to get out of the way.

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END GOAL

WHAT IS THE ESSENCE OF THIS PROJECT?

WHAT IS THIS REALLY ABOUT?

WHAT BRAND PROMISE DOES THIS DELIVER?

Examples: Change culture, create connection, Teach a lesson



MEANINGFUL  
METRICS

HOW WILL WE KNOW WHEN WE HAVE DELIVERED?

WHAT OBJECTIVE INDICATORS ARE WE  
MEASURING?

WHAT DOES "DONE" LOOK LIKE?

Consider: Dates, Quantity, Customer Scores, Ranking, Speed



OBSTACLES

WHAT IS SOMETHING ABOUT THIS ONLY AN EXPERIENCED PERSON  
WOULD KNOW?

WHAT HAZARDS WOULD TRULY DAMAGE OUR REPUTATION?

UNDER WHAT CIRCUMSTANCES IS YOUR INPUT ABSOLUTELY  
CRITICAL?

Examples: Safety, Relationship damage, Challenges that require permission or authority



CELEBRATION

WHAT STRENGTHS ARE YOU NOTICING?

WHAT DIFFERENT APPROACH ARE YOU LEARNING FROM?

HOW IS YOUR TEAM SHOWING UP WITH THEIR OWN STYLE?

HOW IS YOUR BRAND BENEFITTING?

Consider: Improved efficiency, eliminating unnecessary steps, new language