

Involving Leadership

the direct way to strategic revitalisation and sustainable results

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Background

- Many organisations have an overall vision & strategy – but they find that they have problems implementing them at an operational level
- This is because they have not involved leaders and employees and created ownership amongst them, which will ultimately realise the strategy
- Leaders and employees who do not contribute to setting the goals for strategy implementation do not take ownership for the strategy and its implementation!
- Leaders and employees therefore continue doing what they have always done, and the organisation continues getting the results they have always got ...



Involving Leadership makes a difference...

- ... when the strategy is translated from the strategic level to the tactical level and is converted into concrete operational goals and plans that leaders and employees take part in developing, **thereby** taking actual ownership for realising the strategy
- ...when leaders and employees bring their knowledge of and experience with the business into play so the strategy can be implemented effectively and in a way that everyone takes ownership for it so it can therefore function as intended
- ...when involving Leadership is applied through 1) **the anchoring of the vision**, 2) **strategy implementation** and 3) **strategy revitalisation**



What – Why – How?



What

- Involving Leadership is a structured process and a number of management initiatives that ensure the active involvement of leaders and key employees in the development and execution of concrete strategic initiatives

Why

- To release energy from resources within the organisation and transform leaders and employees' competencies, knowledge and experience into value for the process of strategy implementation
- To get leaders and employees to take **ownership** for their part in the strategy implementation and the strategic goals and through this the implementation of the strategy, thereby increasing the organisation's generation of results
- To make leaders and employees understand that it is important, and to develop existing leaders

How

- By involving leaders and employees in setting goals and forming concrete plans for the implementation as well as deciding and taking ownership for how best to reach those goals

Involving Leadership – The process



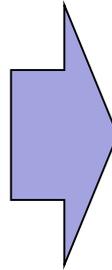
Key elements in the Involving Leadership process



Immediate benefits of Involving Leadership

Approach

- Engaging leaders and employees
- Establishing ownership of goals and plans amongst leaders and employees
- Activating the knowledge that is already in the organisation
- Clarification of roles and responsibilities and a stronger team culture
- Practical-oriented leadership development



Visible results

- Increased motivation and engagement
- Stronger leadership quality
- Increased trust and better cooperation
- Enhanced job satisfaction and well-being
- Higher performance levels and improved results
- Better progress on tactical initiatives

Involving Leadership has a direct, positive impact on the organisation's results