

THE CHAIRMAN'S PLAYBOOK

Leadership wisdom distilled in 1,000 words or fewer

PLAY 54

Why Leadership Is Essential for Purpose, Vision, and Belonging

Use these questions to reflect on leadership not as a title, but as a process of purpose, influence, example, shared achievement, responsibility, and empowerment. Write candidly; the value lies in what you notice and what you choose to do next.

1. If someone in your organisation asked you today, "Why are we here?", what would you say in one sentence?

2. Is that purpose genuinely understood across the organisation, or mainly expressed in formal statements and presentations?

3. What difference would disappear from the world, your community, or your customers if your organisation ceased to exist?

4. What future are you asking people to help create - and can they picture it clearly enough to want to move toward it?

5. Where is there currently a gap between your organisation's stated purpose and the reality of everyday decisions?

6. Who in your organisation feels that they truly belong to its journey - and who may feel merely employed by it?

7. How do people see the connection between their own work and the larger purpose of the organisation?

8. When difficult choices arise, does purpose actually influence decisions, or does it disappear behind targets, habits, and short-term pressures?

9. What are you doing personally, through your choices and example, to make purpose, vision, and belonging credible rather than rhetorical?

10. What is one action you could take in the next 30 days that would help your people answer "Why are we here?" with greater clarity and conviction?

Closing question: If your people cannot answer "Why are we here?", what does that ask of you as a leader?