



## Perspective

What's the perspective that's needed to achieve success in business today? First, we find that great leaders have a vision that's bigger than themselves. Secondly, they have the unique ability to be both humble and direct. They both encourage and empower those around them, while speaking truth and confronting reality as they see it. This allows leaders to confront the brutal facts of today, yet keep an unwavering hope in the future (taken from Jim Collins' book: Good to Great).

A leader who lives out the right perspective brings inspiration, energy, collaboration and focus to those around them. Level Five Leaders (a term coined by author John Maxwell) bring about a greater good than the individual members could ever do on their own. They lead with humble confidence as well as courageous action. This is the perspective that's needed to go after greatness in business today.

### The Prioritized Leader Framework: *The priorities needed to truly succeed in life and business*

- **Purpose:** It's about knowing and living the "why" of your organization, being able to articulate a clear and compelling future. The currency is vision and values.
- **People:** The level of health and productivity we have with our colleagues and connections. The currency is encouragement and accountability.
- **Pace:** Discerning how fast (or slow) the organization needs to move to sustain long-term success, capitalize on opportunities, and preserve capital. The currency is time and energy.
- **Perception:** Choosing a growth mindset, staying open to creative solutions and new ideas. The currency is insight and innovation.
- **Profit:** The effective management, investment and release of an organization's resources. The currency is dollars and cents.

## Potential

Realizing the potential of your organization is about evaluating where you (and your company) are at in these five areas. Then, it's about recalibrating priorities and growing each area in order to see greater levels of health, productivity and profitability. This approach allows for a common language, clarity of goals and outcomes and increased focus and discipline from all involved.

If you're interested in learning more about speaking, coaching or consulting around this framework — contact us at: 317.753.4133 or send an email to [bschaefer@fivecapitals.net](mailto:bschaefer@fivecapitals.net).

