Why Organizational Health Trumps Everything Else

Creating Clarity

The Discipline of Organizational Health

Patrick Lenioni

Best-selling author of The Five Dysfunctions of a Team
Organizations actually do value a living! They certainly haven’t created an organization actually does not provide clear and consistent messages about what is important from the top down and employees haven’t learned to prioritize their responsibilities. If they don’t receive a clear and consistent message about what is important from the top down, employees are more likely to become confused and overwhelmed, leading to poor decision-making and reduced effectiveness.

The advantage of having a clear and consistent message about what is important from the top down is that it helps to ensure that everyone is aligned and working towards the same goals. This can lead to increased efficiency and productivity, as well as a more positive work environment. On the other hand, a lack of clarity can lead to confusion and frustration, which can ultimately undermine the effectiveness of the organization.

In conclusion, effective leadership is crucial for the success of any organization. By clearly communicating expectations and priorities, leaders can help to ensure that their teams are aligned and working towards a common goal. The advantage of having a clear and consistent message about what is important from the top down cannot be overstated.
In achieving the advantages of organizational health, the company will be the most important step of all healthy organizations. This may well be the most important step of all leadership—there will definitely increase the likelihood of creating a dynamic and meaningful mission statement. Without such a mission statement, leadership can rely on clear answers to

6. What must we do where?
5. What is most important, right now?
4. How will we succeed?
3. What do we do?
2. How do we behave?
1. Why do we exist?

These are the six questions from measuring the level of clarity necessary to become healthy.

ADDRESS THE DIFFERENCES AND ANY ONE OF THESE CAN PREVENT AN ORGANIZATION FROM MEASURING THE LEVEL OF CLARITY. THEY MUST BE ANSWERED TOGETHER. PLANNING TO ADDRESS THEM IN Isolating, they must be answered together. Planning to

The point here is that alignment and clarity cannot be achieved in one fell swoop with a series of generic buzzwords and aspirational phrases. Instead, the process must be long-term. Developing a vision and mission that is simple, but also

The mission statement of the organization is the heart from which the organization pours its mission statement. We look for a clear, concise mission statement and then analyze the language and structure carefully. Just in case your company is not familiar with this, take a look at the following:

Six Critical Questions

1. What is our mission?
2. What is our vision?
3. What are our values?
4. How do we measure success?
5. Who are our customers?
6. What is our strategy?

The mission statement is the backbone of the organization. It provides a foundation for decisions and actions. Without a clear and concise mission statement, leadership cannot be achieved.
Wait for it...

Organization suffers.

In the meantime, confusion reigns. Leaders lose credibility and the
right to effective because they have no clear direction. The lack of
vision and the lack of a clear plan for success results in
a complete disarray. It is not easy to see a clear path when the
current leader's vision aligns with the needs of the business.

Adaptability is key.

People of commitments are to this idea their implementation.

Especially in situations where initially and goal clarity is key,
the adaptability of the organization is crucial. People need to think
broadly and adjust their plans to support the overall strategy.

The company, though we like the previous chief executive we
you know is not the head of marketing in charge of the
CEO and wouldn't be. We'll the board freely remove the CEO, and would
with all the board's deprogramme the board, thisoss.

Just as we did in the previous discussion, we begin with this
point. What's your strategy? Was the company ever the

The need for marketing for a large company one worked

...
fully around any dear plan.

not making a mistake are too much in a need to discuss and analyze processes to

that leadership is clear in its own kind of dynamics and clear and clean decisions.
As a result, they are often able to change course and clear

We also have the power to set clear, unambiguous strategic goals.

That's because we are directionally correct. That would be ridiculous. It just is to say that

Of course, that's not to say that leadership should just come up with

For example, what do the leaders need to say that leadership should just come up with

It's to be used for managing purposes (and yes, the three words

Is to say, the CEO was willing to commit to a clear

We were all operating without a clear statement of direction.

Nine months later, I promise that this actually happened.

Perfect plan.

The business is in all because the leader wants to find the

With employees grounded, committed and aligned

That means that for a new leader, we have to take the first step.

Take the first steps.

``Not yet'', he assured us. ``We're waiting for a few things to

Penn's new direction.

that leadership in order to create clarity and build a healthy

the absence of decision译文.

Now that we've acknowledged the danger of seeking perfection at

Discipline 2: Create Clarity

The advantage
some sort of value proposition—a compelling reason that customers would be foolish not to order. For all our customers to start acting on something less—ultimately—should exist to do that. In order to apply this lesson, he wrote, "What sounds like success is actually our own success—every time you write a new book, publish a new product, introduce the idea of our proposition, others start picking it up, and people have a new opportunity to make people's lives better."

In order to make this proposition real, our proposition needs to be clear, agile, and adaptable. Employees need to know that, at the heart of our proposition, it is created by our customers. If we can put this in the heart of our proposition, we are free to be the change we want to see. We can then say, "We're not just a company that makes great products; we're a company that makes great products that our customers love."

An organization can't exist in the vacuum of a proposition that doesn't matter to our customers. Our customers need to know that, at the heart of our proposition, it is created by our customers. If we can put this in the heart of our proposition, we are free to be the change we want to see. We can then say, "We're not just a company that makes great products; we're a company that makes great products that our customers love."

The advantage:

**Question 1: Why do we exist?**
Finding Your Reason for Existing

When leaders set about identifying the purpose of their organization,

become difficult.

Second, an organization’s reason for existence is an employee’s practice.

Why do we continue to do it? Why do we continue to do it?

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Finding Your Reason for Existing

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Finding Your Reason for Existing

When leaders set about identifying the purpose of their organization,
The wealthy and those all people should be able to enjoy a family

**The Reason Your Organization Exists is to Deliver Great Customer Experience**

The success of the organization depends on the ability of leadership to deliver great customer experience. The leadership is responsible for defining the customer experience and ensuring that it is delivered consistently. The leadership must also ensure that the organization is customer-focused and that the needs of the customer are at the heart of all decisions.

**Organizational Purpose**

The purpose of the organization is to enhance the lives of its customers. This purpose is what drives the organization and its employees. It is the reason why the organization exists.

**Customer Love**

The customer is the center of the organization. The purpose of the organization is to deliver great customer experience. The leadership must ensure that the organization is customer-focused and that the needs of the customer are at the heart of all decisions.

**Why Do We Exist?**

The organization exists to serve customers. The leadership must ensure that the organization is customer-focused and that the needs of the customer are at the heart of all decisions.

**Organizational Categories**

The organization can be divided into different categories. Each category has a different purpose and set of objectives.

**Success and Failure**

The organization must succeed in delivering great customer experience. Failure to deliver great customer experience can result in financial losses and damage to the organization's reputation.

**Conclusion**

The organization must be customer-focused and deliver great customer experience. This will ensure success and sustainability in the long term.
Discipline 2: Create Clarity

The only way to succeed and have many employees who are best at their jobs is by having a clear vision and having a consistent culture. The people who work for them. Otherwise, they go to work for a lot of people who work for them. Outcomes drive the people to work. A person is only as good as the people who work for them. Thus, it's important for leaders to be clear about how they are going to execute a strategy. Simply put, the answer to achieve this is to have clear, consistent, and compelling culture. Everything else will follow. The more clear and consistent the outcomes, the more likely the outcomes will be achieved.

We don't have to cross many companies in the category (day-people). This purpose is about wealth for the owner. It's possible that we don't have a clear, consistent culture. Therefore, in the end, the people who work for us will not make the decisions that they make, with the culture that we have created. This will make a difference. This purpose is about wealth for the owner. It's possible that we don't have a clear, consistent culture. Therefore, in the end, the people who work for us will not make the decisions that they make, with the culture that we have created. This will make a difference.

Community: The purpose is about doing something that makes a difference.

Customers are picked up at the market. Because discrimination cannot happen if large numbers of people make the decision to shop at a particular place. Providing a price that is competitive. If we own a business, we can influence the price of it. This purpose is about wealth for the owner. It's possible that we don't have a clear, consistent culture. Therefore, in the end, the people who work for us will not make the decisions that they make, with the culture that we have created.

The advantage...
The impact of values goes beyond employees. Clear values can also
- improve decision making, encourage better and more effective, and efficient, and
- reduce red tape, increase accountability, and more productive, and efficient.

This naturally attract the right employees and reduce the wrong ones. Thus
ion that the property thrifts of values and values that in turn will
that share make values worthwhile. But beyond these, an organizing-

The importance of values in promoting clarity and establishing a company
- simply shows the value of the organization.

The answer to the question: "How do we behave?" is embodied in an
organizational culture code, which should provide the ultimate guide for
problems and decisions at every level. This code is an essential tool for
- fundamentally changing behavior at all levels. This code is vital for
- beginning to address the issue. One of the key reasons for having one is that
- it helps to ensure that we are making decisions that are consistent with
- the organization's goals and values. It is also essential for understanding the
- reason for existence of the organization. Of course, leaders need to
- answer for the existence of the organization. The key reason for having one is
- to ensure that we are making decisions that are consistent with
- the organization's goals and values. It is also essential for understanding the
- reason for existence of the organization.

The point here is that an organization's reason for existence is not
- an accident, but a deliberate and conscious decision by the leaders.

The world is different, and so are we. As we can see by the example of two
- companies that

Let's take the example of two companies that

The advantage

Not a differentiator
The Core Values

At the heart of every organization, core values lie at the center of the organization's DNA. These are the few, if not the many, values that define the culture and behavior of the organization.

Different Kinds of Values

- Core Values
- Mission
- Vision
- Ethics
- Purpose
- Strategy
- Culture

The Core Values

Leaders who adopt Core Values make decisions based on these values, which become the guiding principles for the organization.

Discipline 2: Create Clarity

Core Values are supported by a set of internal practices and processes that reinforce these values. This alignment between values and practices is essential for the success of the organization.

The Advantage

When an organization's values are clear and consistent, it creates an environment where everyone understands and aligns their actions with these values.

Values Stampedede

Collins and Porras identified several cases where companies' values made a compelling case in their book, 'Great by Choice.'
Wiseful Thinking

80 with the needs of the business.

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values, with their goals, do not change over time and do not come and

increase into the culture. But they should not be confused with core

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injected into the organization. Otherwise, they are

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appropriated by the organization instead of being accepted as core

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values. These are the characteristics that an organization wants to have when

these are the characteristics that an organization wants to have when

Values

(Factory, Safety, Very Serious)

(rats assayed that this company likes all good things)

Core values

be little doubt that the company believed that humor was a

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short note with three words or it will not miss you. There can

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human. Humor. I suppose your core values have to do with

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Discipline 2: Create clarity

The advantage
were built on a foundation of ethical principles and the need to remain true to those values even in the face of adversity. This approach was critical in forming the core of the organization's values and inculcating a sense of integrity and accountability among employees.

As the company grew, it became clear that the firm could continue to thrive and maintain its reputation for integrity and excellence. The values that were central to forming the firm's culture were not just about adhering to legal and ethical standards, but also about fostering a sense of shared responsibility and collective commitment to excellence.

The advantage of this approach was that it helped to build trust and credibility with clients, partners, and other stakeholders. It also created a sense of pride and purpose among employees, who felt that they were part of something larger than themselves and were working towards a shared vision of success.

Overall, the story of the firm serves as a reminder of the importance of integrity and ethical values in building and sustaining a successful business. It also highlights the role that leadership can play in shaping the culture of an organization and in guiding it towards a path of excellence and innovation.
Discipline 2: Create Clarity

Unintended Consequences

Unintended Consequences

Isolating the Core

Methods and their decision making. These methods are effective when looking at the bottom line and making decisions based on that. However, when making decisions based on customer needs, the core values of the organization play a crucial role. The core values are the values that are central to the organization's mission and are not necessarily the same as the company's overall goals.

A Fashion Accessory Company we worked with during its startup phase.

Candace built its operations around finding adopters of three core values that its

Accidental Values

In our experience, we have found that the values that are most easily adopted by the company are those that are accidental. These values are often the values that the company's founders hold, and they are the values that the company's customers appreciate. The company should be focused on these values as they are the ones that will lead to the company's success.

The Advantage
Floor Sweeper

FLOOR SWEEPER

actions. It is often difficult to understand the concept of how the different roles work together to create a cohesive team. One of the main goals of a team is to effectively communicate and coordinate efforts. In order to do this, it is important to have a clear line of communication and to ensure that everyone is aware of their role and responsibilities. This can be achieved through regular meetings, training sessions, and open communication channels. In conclusion, effective team management is crucial to the success of any organization. Whether you are leading a small project or managing a large team, the key to success is clear communication and collaboration.
identified, executives felt that they would benefit from understanding the organization's culture. Scheduling core values

This three-step process is obviously not scientific, but it is necessary.

Discipline 2: Create Clarity

A core value is not a core value. It is something that employees need to be willing to work on becoming more applicable and

Another concept that they did not

friendly leaders need to do more about themselves and their agencies.

next, leaders must identify employees who, though essential, were

Next, leaders must identify employees who, though essential, were

Identifying Core Values

The advantage
and why it does so.

Behind the scene for existing, descriptive what an organization does is the process of change. They are simple concepts. Drill down specific details that you want. They are not particularly insightful, but I suppose there’s a part of the story there is always worth telling.

It’s as simple as that.

Looking at a few minutes to make sure everyone is on board and have planned for a few minutes to make sure everyone is on board. And that there is more, describing that. It’s making sure that the leadership team is clear, that you understand what the leadership team is clear, and can accurately describe. You need to make sure that you can do so in a clear and straightforward way. It should not be a surprise that this can be done, and that business definition answers the question. Why? It is critical that you understand the business definition and exactly what is within the definition. (but never a mission statement).

If you ask any question about an organizational definition—something your brain monitors. Can understand (to address) some question about a few questions, and words that describe the business, you can see the answer. But that doesn’t mean you can understand the business definition.

This question is the simplest of the six and needs the least amount of time.

**QUESTION 3:** WHAT DO WE DO?

**Discipline 2: Create Clarity**

**The Advantage**

Concise and Engaging.

so to speak, and begin answering the next four, which are a bit more
- A power company: “We generate and deliver electrical and natural gas products and services to people throughout the state.”
- A credit card company: “We provide payment products and extend credit to consumers.”
- A technology hardware company: “We develop, manufacture, and market hard drives, solid-state drives, and storage subsystems for consumers, OEMs, and enterprises.”
- A biopharmaceutical company: “We discover, develop, make, and commercialize better medicines through integrated sciences.”
- A Catholic church: “We provide Sacraments, outreach services, counseling, and religious education for people in our parish.”

Again, no adverbs or qualifiers, and no unnecessarily detailed descriptions of sales channels or pricing. That kind of information comes in the next section, when we get into strategy.

It should be noted that an organization’s business definition can change over time, but only when the market changes and calls for a meaningful shift in the fundamental activity of the organization. In the course of my consulting firm’s fifteen years as a company, we’ve changed our business definition three times. Keep in mind that our core values and reason for existing have never changed.

That’s all that needs to be said about answering question 3, so that’s all I’ll say. The next question that needs to be answered is much more interesting and important.

QUESTION 4: HOW WILL WE SUCCEED?

When team leaders answer this question, essentially they are determining their strategy. Unfortunately, more than any word in the business lexicon, strategy is one of the most widely employed and poorly defined. Executives, consultants, and scholars use it to mean so many different things that it has become almost meaningless without a clarifying definition each time it is cited.

Years ago, not long after I started my consulting firm, a client asked me to help his team with its strategy, and I froze. I thought to myself, What exactly is a strategy? This was particularly troubling because I had spent two years working for a strategic management consulting firm. I wondered, Did I sleep through the day they taught us the definition of strategy?

So I went and did some research, reading and rereading a few books about strategy. And they were mostly confusing. Michael Porter’s book, Competitive Strategy, was by far the most helpful, and using that and some of our own ideas based on companies we had worked with, we came up with our own definition and process for identifying strategy. We were relieved, and a little surprised, to learn that clients found it to be so helpful, and that we weren’t the only ones who were confused by the “S” word.

An organization’s strategy is nothing more than the collection of intentional decisions a company makes to give itself the best chance to thrive and differentiate from competitors.

Strategic Anchors
Essentially we decided that an organization’s strategy is simply its plan for success. It’s nothing more than the collection of intentional decisions a company makes to give itself the best chance to thrive and differentiate
Strategic Branding

Identifying Authors

Their success

Critical to their differentiation and long-term success is the foundation that they were built on. The brand identity and the company’s plan for success.

Discipline 2. Create Clarity

To create their competitive advantage, the leaders would consider every aspect of their business. And I mean everything. To create their competitive advantage, the leaders would consider every aspect of their business. They would focus on how best to define and differentiate their product to outdo their competitors. The company’s goal is to provide products that will create a premium brand, not just another product that is mass-produced. Their focus is on creating a premium brand that will set them apart from the competition.

Findings:

The leaders identified the following components:

- Republicans
- Democrats
- Consumers

References:

We worked with a fresh produce company that needed their brand to be more competitive and their products to be more premium.

The advantage

With a premium brand, the company can differentiate themselves from the competition and create a loyal customer base.
discipline: create clarity

strategic view:
leverage insights to ensure decisions are made in line with the needs of the members of a leadership team. 
However, if we fail to understand the impact of these insights on the overall strategic direction, then we may find ourselves stuck in a rut. 

this process will work as a cozy and organic

and in short, the strategy roadmap.

and the strategic road.

advisors.

finally, the competitive valleys and business investment in 

destinations.

a need for a discipline to build local loyalty and become a community

city access and ample parking and sponsors of local sporting venues.

imagine this.

and low cost.

possible. Wherever they call it, it will speak to the idea of low prices.

will work, we can. It’s not the least cost, so much as the lowest price.

a leadership team will do this potential change through low prices.

and take advantage of the less obvious.

in the case of the sporting goods chains.

whittle port has a similar process called activity theory.

in the next step.

is easier to see relationships between terms, which becomes important.

opportunities.

empowerment and development.

by improving the environment for employees.

through their own initiatives.

for employees.

to provide a high-touch.

to provide a high-touch.

marketing and sales.

by improving the environment for employees.

these concepts are less obvious.

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this process.
Strategic Food

be different, though similarly messy.

Deep organizational process for identifying strategic actions will

Discipline: 2. Create Clarity

The Strategy Amoeba

The advantage
The advantage

Performance improvement and predictable financials

The team was saying that their success would be dependent on the following strategic actions: product support and consistent and conservative financial results to their parent company. Every decision they made needed to be evaluated against how it aligned with these objectives and the marketplace.
and stay on course. Overcome these distractions to make the daily and course work away from opportunities. Many leadership teams struggle with not wanting to walk away from their initial ideas. But, they would benefit from opportunities that seem quickly good and easy justifiable. Leadership teams struggle with not wanting to walk away.

Strategic anchors give a leadership team the clarity and courage to walk away from opportunites that seem quickly good and easy justifiable. Leadership teams struggle with not wanting to walk away from their initial ideas. But, they would benefit from opportunities that seem quickly good and easy justifiable.

Another outcome of establishing strategic anchors is making the decision to focus success and differentiation, and so a change is needed. The approach to the fact that what is currently done isn’t right or incorrect is the process of aligning strategic anchors. That requires an organization to rethink their processes of defining strategic anchors. Often, this process involves a critical shift. It is important to note that this shift is not just for the part of the organization, but it is for the entire organization. In some cases, one of an organization’s strategic anchors may need to change.
Cooperation, on an operational level, often refers to the various departments within an organization and the need to align their efforts to achieve common goals. This often involves working at cross-purposes with other colleagues in other departments who are often at odds with each other's objectives. The goal is to enhance productivity, reduce duplication of work, and improve overall efficiency. A well-informed employee can contribute to the success of the organization by understanding and supporting the strategic goals.

When a CEO announces their top priorities for the year, it is often seen as a measure of their commitment to focusing on important initiatives. However, effective communication and alignment across different departments are crucial for success.

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**Question 5: What is Most Important?**

Discipline 2: Create Clarity

The advantage is establishing the right number of layers in an organization. This involves addressing the issues of too many layers vs. too few layers and creating a hierarchy that is clear and efficient. The goal is to make the decision-making process as intentional as possible. This can be achieved by ensuring that the organization's structure supports the achievement of strategic objectives. It is important to have a clear understanding of the roles and responsibilities of each team member to ensure that everyone has a clear path to success.
The Theme of the Goal: The Rail Yard City

I knew from the start that I wanted to create a single, clear theme around which the other elements would cohere. The idea of a "rail yard city" captured the essence of a dense, urban environment with a focus on transportation and connectivity. This theme allowed me to build a cohesive narrative around the story, with characters, plot, and setting all flowing from this central concept.

The key elements that I focused on were:

1. **Unity of Theme:** All aspects of the story, from characters to dialogue, were unified by the theme of "the rail yard city." This ensured that the story had a consistent tone and feel throughout.

2. **Grounding in Reality:** The setting of a rail yard city allowed me to create a believable world with realistic issues and conflicts. This helped to ground the story in reality and make it more relatable to readers.

3. **Visual Impact:** The image of a rail yard city is inherently cinematic and dramatic, making it easier to visualize and bring to life on the page.

By focusing on these elements, I was able to create a strong, memorable theme that carried the story forward and kept readers engaged throughout. The "rail yard city" theme allowed me to explore a range of issues and ideas, while still maintaining a sense of coherence and purpose.

The advantage of this theme is that it provides a clear, unifying concept that ties everything together. It also allows for flexibility, as the story can be expanded or modified to include new elements or ideas. Overall, the "rail yard city" theme was a powerful tool in creating a compelling, engaging story.
To guide its own actions, it will have served its purpose.

Leadership Start

The Advantage
Per and display fur future reference, the various challenges that the leaders face to remain dynamic strategies effective are at least for leaders to remain dynamic. We use the graphic above to depict thematic goals and thematic capacities.

1. Defining Objectives
   - The nature of the goal:
     - Specific: Are you and your team members clear on what your goal is, how you will achieve it, and what success looks like?
     - Measurable: How will you measure progress towards the goal?
     - Achievable: Is the goal realistic given your resources and capabilities?
     - Relevant: Does the goal align with the strategic objectives of the organization?
     - Time-bound: When do you expect to achieve the goal?

2. Discipline: Clarity 
   - The advantage of having a clear and collective focus

3. Discipline: Clarity 
   - Creating a clear and simple graphic to depict themes and thematic capacities.
Credit Card Focus

Single sheet of paper.

However, when they all have in common is that there goals fit on a

Differing kinds of organizations have different thematic goals, defining

The One-Page Model

standard height.

Since the thematic goal has been achieved, the icon goes back on the

standard. This is just one of the things that is called for, of course,

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Shedding a Reputation

Discipline 2: Create Clarity

The Advantage

...
they decide they want to achieve.

Remember, the purpose of having a thematic goal is not to restrict

Instead, it serves as a guiding light, helping to set the direction and focus of your team's efforts. As you move forward, be prepared to make adjustments and adapt your goals to better fit the needs of your organization and the changing landscape.

Leadership is not just a one-dimensional role. It requires vision, planning, and execution.

Within a year of establishing this thematic goal, the

The Advantage
the two-headed CEO

CEOs are the ultimate leaders of their organizations. They are responsible for the overall direction and success of the company. However, there are different ways in which CEOs can lead. In some cases, the CEO may be more hands-on and involved in day-to-day operations, while in other cases, they may delegate more responsibility to other members of the leadership team.

The two-headed CEO model involves a division of responsibilities between the CEO and the COO. This can help to ensure that multiple perspectives are considered in decision-making, which can lead to better outcomes.

The advantage of this model is that it allows for a more collaborative and democratic approach to leadership. It can also help to prevent the CEO from becoming overly focused on short-term goals, which can be detrimental to the long-term success of the company.

Although there may be some challenges associated with this model, such as the potential for conflict or overlap in responsibilities, the benefits outweigh the drawbacks. Overall, the two-headed CEO model is a valuable tool for any organization looking to achieve success and growth.

**Question 6: Who must do what?**

Discipline: Create Clarity

In many cases, it is the leader of the executive team, often the CEO, who makes the strategic decisions on what needs to be done. However, in some cases, the COO or other leaders may be responsible for specific areas of the business. It is important to clearly define roles and responsibilities to ensure that everyone knows what is expected of them.

In addition to clear communication, it is important to have a culture of accountability within the organization. Leaders must be held responsible for their actions and decisions, and employees must feel empowered to speak up when they see something that is not aligned with the company's goals.

When it comes to decision-making, it is important to involve others in the process. This can help to ensure that everyone has a voice and that decisions are made with the best interests of the organization in mind. Ultimately, the success of any business depends on strong leadership and effective decision-making.
The playbook is a tool for the leaders of any organization to make their playbook work. The playbook contains critical questions that need to be answered in order to make the playbook work. The playbook is a tool for the leaders of any organization to make their playbook work.

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The Advantages

Lighthouse Consulting

Playbook Example

What is most important, right now?

Ideas of world-class subject matter experts.
Small and adaptable to create unique culture and leveraging the
culture.

Providing extra-emergent high-touch service is an effective.

How will we succeed? We will differentiate ourselves by
emotional intelligence.

What do we do? We provide services and resources for
leaders who want to make their organizations more

How do we behave? We behave with passion, humility, and

Why do we exist? We exist because we believe the world

Name: Michael
Title: CEO
General Responsibilities:
Executive team leadership.
Consultant and project support.
Company strategy, key sales.
Consulting ops.
CFO
Amy

Name: Dick
Title: Consulting ops
General Responsibilities:
Consultant and project support.
Company strategy, key sales.
CEO
Michael

Name: Matt
Title: Sales
General Responsibilities:
Standard sales, partnerships administration.
Finance, legal, general development.

Name: Tom
Title: Marketing
General Responsibilities:
Standard marketing, customer relationship.
Education, events.

Name: Christa
Title: HR
General Responsibilities:
Training, benefits, compensation.
Create Clarity

Checklist for Discipline 2: The Advantage

Leadership team...