

LEADERSHIP FOOTPRINT

In any company, the best leaders are often the people who provide clarity. Developing your own leadership footprint is an effective way to outline this transparency for your team and to provide you with a mechanism to communicate it. All the components of the leadership footprint come together to help you effectively manage and lead your teams in a way that aligns with the corporate objectives set out for you.

Purpose

Purpose answers the “WHAT” question. What is the purpose of our team? Every team is driven by something. It’s the first question that must be answered. Skip this and you’ll never be able to lead. Study the breakups of great companies that were launched by a couple of friends and you will find that they began with the same purpose but somewhere, one or both of the founders, changed the purpose. It is important to tie purpose into the rest of the leadership footprint components. You can’t just have purpose. You have to be able to execute it.

Passion

Passion answers the “WHY” question. Why do I believe in the purpose? Passion is the evidence of purpose. Losing your passion can zap your energy, creativity and commitment. Loss of passion equals loss of belief. You want your people to be infused with purpose and passion. You want to give them energy, not take it away.

Vision

Vision answers the “WHERE” question. Where will this purpose lead me in the future? Is it worth the journey? Often, leaders try to articulate vision without ever answering the purpose and passion questions first. Vision is purpose in the future. The leader has to make sure a picture is painted for the future. Otherwise, people may feel anxious, which could cause them to become unfocused. People have a need to see themselves in the future of the company. Vision statements fall flat if they don’t come from shared purpose and passion. When purpose and passion are defined and believed, the vision is clear and can be an exciting venture to pursue. Remember, people get nervous if they don’t know how their future looks.

Strategy

Strategy answers the “HOW” question. How will we fulfill our purpose? How will we accomplish our vision? How will we move forward? You need strategy because sometimes the vision is overwhelming. Strategy defines what’s in the way of accomplishing the purpose and executing on the vision. You can accomplish this end point by determining the individual steps. Coaching and mentoring will help you get there. By using manageable chunks, you can break it down into steps to fulfill the overall plan. The strategy is how you get from here to there.

Skills

Skills answers the “WHICH” question. Which skills are required to execute the strategy? Break down your footprint from the big chunks to the very specific actionable skills that you will have to improve in order to open the door to change. Often, when we talk about the skills we need to have, they are the skills we don’t currently possess. Skills are what you actually need to complete the strategy. This component is where the rubber meets the road and you understand what you need. You change behavior with new skills and abilities.

When you have these components, you have a solid leadership footprint. Without them you face conflict, complacency, confusion and chaos. Take the time to define your own leadership footprint. Your team will thank you.

LEADERSHIP FOOTPRINT TEMPLATE

Use this template to help provide clarity to your team.

ATTRIBUTE	DEFINITION	MY MESSAGE FOR MY TEAM
Purpose	What is the purpose of my team?	
Passion	Why does my team believe in this purpose?	
Vision	Where will this purpose put me in the future?	
Strategy	How will we achieve our vision?	
Skills	Which skills are required to execute the strategy?	