

Leadership

Leadership requires clarity of vision and an openness to how it will be achieved so that goals can be reached through changing market conditions. **True leadership** means seeing opportunities then motivating and supporting all those around you to achieve them.

The importance of clarity and open-mindedness

Having a vision

A clear vision sets a picture for what success looks like to employees at all levels of the organisation, giving them something to align behind and a singular direction to move in together. In 2016 Donald Cant Watts Corke took its 50th anniversary year as an opportunity to review their 2012-2017 Strategic Plan and set a bold new vision for 2020.

Bringing the business together

With the organisational vision set– To be recognised as the market leader through best people, outstanding results, and sustainable business– Glenn then worked hard to draw a detailed picture of what the business would look like in 2020 so that the wider leadership team could really understand his direction.

Setting the right objectives within vision

While setting goals around revenue, profit, and other financial measures are critical to every business, it is not enough to only consider these measures. At Donald Cant Watts Corke, the vision set for 2020 incorporates a range of objectives that look beyond the financial to ensure the achievement of their vision and their ability to sustain it.

Becoming a trusted advisor

Core to the 2020 vision is the commitment of the team to being trusted advisors to their clients. Setting out of this commitment demonstrates to the next generation of leaders within the business that this is how the business operates.

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Mentoring, training and a young leaders program

To ensure their team is committed to the business vision and to becoming trusted advisors, Donald Cant Watts Corke is ensuring that two of the key objectives focus on mentoring and supporting individuals, highlighting these initiatives as an opportunity for individuals to develop to their fullest potential.

What will really determine the ability of a business to be successful well into the future, is the leadership team's ability to identify the potential locked within their mid-level talent, then mentor and support them to ensure their potential is reached.

Increased female representation in leadership

The 2020 vision is an opportunity to commit to increasing female representation throughout leadership roles. The broader leadership team is now committed to, and charged with, building a program that factors in hiring policies, workplace flexibility, mentoring, training and success metrics.

The importance of self-awareness and courage

Knowing what you're good at - and what you're not

The best leaders hold a mirror up to themselves to really understand how they operate and where their strengths lie. Whatever the makeup of a leader is and whatever their individual character and functional strengths are, achieving an honest understanding of them— and, importantly their gaps—means that leaders can select people that complement them.

Being open to new ways of doing things

Always being open to new ways of solving problems and challenges is a critical characteristic that differentiates leaders from managers. When your team knows that you, as the leader, are open-minded, a further benefit occurs; they feel comfortable bringing new ideas to you.

Set the vision

Build out the vision so that others can understand it

Bring your team together to build the action plan that will achieve the vision

Regular review of progress and evolution of actions

All industries are built up around longstanding beliefs, and evolving those structures in a balanced way takes **clarity of vision, courage, and a long term view**. As a leader, understanding where your strengths lie and where you have gaps means you can surround yourself with the best and brightest people to complement your skill set and build a holistic and successful team.