

Amplified Group

Transforming Talented Individuals into EXTRAORDINARY TEAMS

At the Amplified Group we believe that for organisations to thrive in today's fast-paced world, they need a high trust culture.



Six critical questions

1. Why do we exist?
2. How do we act?
3. What do we do?
4. How will we succeed?
5. What is most important now?
6. Who must do what?

Set the tone from the top – the purpose of understanding your alignment as a leadership team

1. Why do we exist?

- The underlying reason for being, the core purpose
- Has to be completely idealistic
- People must know that at the heart of what they do lies something grand and aspirational
- Getting “more” is almost never a purpose but rather an important indicator of success
- Need to answer the “why” question again and again until purpose is found

2. How do we act?

- The set of principles that guide our behaviors and decisions over time not only trust, integrity etc - they should be a given and are baseline values.
- Core Values you are looking for when you hire, define an organization's personality and behavioral traits
- This is perhaps the least obvious important question but is critical, as an organisation scales from its founding team to a much larger organisation preserving the essence of the original organization

3. What do we do?

- The simplest of the 6 questions – an organization’s business definition
- If #1 answers “why”, then #3 answers “what”
- The basic activities of the organization

4. How will we succeed?

- Strategy – the collection of intentional decisions an organization makes to thrive
- The best way for an organization to make strategy practical is to boil it down to 3 strategic anchors that will be used to inform and evaluate every decision the organization makes
- Many leadership teams struggle with not wanting to walk away from opportunities. Strategic anchors give them the clarity and courage to overcome these distractions and stay on course

5. What is most important now?

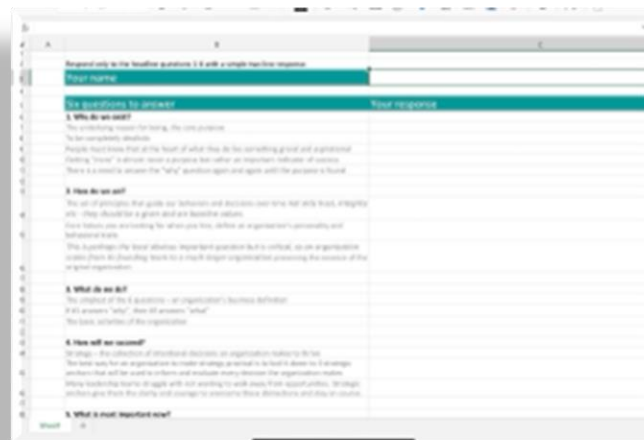
- The need to deal with organization pressures and silos – most organizations have too many top priorities to achieve the level of focus needed to succeed.
- Every organization, if it wants to create a sense of alignment and focus, must have a single top priority within a given period of time,
- The Thematic Goal (a.k.a., The Rallying Cry) o It is singular. o It is qualitative. (quantitative #s must be used – but not too early – or else they will limit people’s ability to rally around it.) o It is temporary. o It is shared across the leadership team.
- The Thematic Goal is further clarified by defining the objectives, o Objectives = the general categories of activities required to achieve the Thematic Goal.

6. Who must do what?

- At some point leaders need to clarify and unambiguously stipulate what their respective responsibilities are when they go back to work to do their jobs.

Next steps

1. Request the spreadsheet Siaron@amplifiedgroup.eu
2. Have your team complete the spreadsheet
3. Return the spreadsheet with your responses to each questions
 1. Do not confer with other members of your team, it is important that they are your thoughts
4. Send your answers directly to either to your Amplified Group consultant or to your team lead as instructed in your email.



Thank you



Making you a hero

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