



Best Partners' Core Principles

1. Clarify the intention.

What are we really trying to do? Are we all clear about it?

Clarity within the organization is required for efficient operation. Clarity breeds purposefulness, relevance and connection. People long to know what to do, and why they are doing it, but also to help them understand what not to do. Scenario-building and other tools can help leaders clarify vision, strategies, goals and objectives - for themselves as well as for the broader organization.

2. Define the sacred.

What is most important to us? We all hold to this.

What are the values and principles that define the organization's core beliefs, from which it will not depart? Research into successful companies has determined that visionary companies, clear about their core values, will be the most profitable over time. What are the beliefs and commitments that truly underlie the organization's behavior? Is the company expressing its own "sacred" at all levels?

3. Understand the commitment.

What is required to deliver on these ideas?

What is required to ensure success? Clarity and core values will be fruitless without the necessary resources committed to a given objective. Leadership must also acknowledge resource limits and focus efforts so that the pursuit of too many objectives is not an obstacle to achieving the most important few.

4. Act to be!

How shall I behave in support of these commitments?

Because our behavior will influence the dynamics around us, we help define our future. We must focus on our own day-to-day behaviors, knowing that they influence colleagues, our team, the organization. As you behave, so will you become. In order to lead change, people must demonstrate their capacity to change their own behaviors.