

The five most important questions about your organisation

1. What is our mission?
 - What is our current mission?
 - What are our challenges?
 - What are our opportunities?
 - How does the mission need to be revisited?
2. Who is our customer?
 - Who is our primary customer?
 - Who are our supporting customers?
 - How will our customers change?
3. What does our customer value?
 - What do we believe our primary and supporting customers value?
 - What knowledge do we need to gain from our customers
 - How will I gain this knowledge?
4. What are our results?
 - How do we define results?
 - How are we successful?
 - How should we define results?
 - What must we strengthen or abandon?
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5. What is our plan?
 - How should our mission be changed?
 - How effective is our plan?
 - What are our goals?
 - How will we ensure action?

Eight transformation leadership rules for effective organisations

1. Scan the environment
2. Revisit the mission
3. Ban the hierarchy
4. Challenge everything
5. Employ the power of language
6. Develop many leaders across the organization
7. Lead from the front don't push from behind
8. Assess performance