

# Zest – Leadership for a future generation of leaders

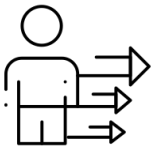
## Asset: Summary of blueprint for leadership

### Competence



You must be able to measure yourself and other leaders against an agreed set of competencies that support the future of your business.

### Approach



Your leadership approach needs to reflect the changing workforce and how people expect to be led. Explore the discovery questions in Chapter 3 to baseline your integrity, understanding of yourself, the people around you and your impact.

### Networking



Linked closely to social selling is the need for you to network extensively. If your network is limited to just the people you work with, it has no use for external influence and reach.

### Marketplace



Where is your marketplace? The multi-channel marketplace is still a relatively new concept for some businesses.

## Social selling



Have you built your online brand to ensure you have influence with your connections so when you post or comment it is noticed?

## Communication



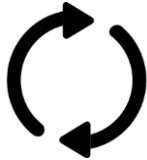
Learn how to communicate. Communication is not a competence that is delivered with a title and takes time to master. Communicate widely and frequently but ensure you listen to what you are told.

## Culture



You should start by understanding what your culture is as perceived by current employees, previous employees and prospective employees. Once you have a rounded view of what your culture is you can then seek to influence it.

## Change



Your ability to lead change will be required through your years of leadership. The need to lead change does not diminish with a promotion, indeed it is required more.

## Customer



Your focus should be on your customers as they are the ones paying for your services or products. Great leaders have a focus on customers and the commercial situation of their business, regardless of which department they lead.

## Mobility



Be prepared to act with agility to meet the demands of your customers and your business. Your speed to react to opportunities and threats locally, nationally and internationally will make you stand out from other leaders.

## Talent



Posting a job vacancy on a job board and setting a deadline date will not get you the talented people you are looking for. Those days are gone.

## Development



Are you continually learning or have you decided you have learnt enough? If you are not prepared to continually develop your own skills and knowledge, you cannot support the development of you team.

## Bravery



Never be afraid to take on a project where others have failed. These projects offer an opportunity to achieve a great result and project your profile.



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