THE 5 C’S

CLARITY
We know where we’re going and how we’re going to get there.

• We have defined our 3-4 strategic M.I.T. (Most Important Thing) priorities.
• Managers consistently communicate these M.I.T. priorities and why they are important.
• Team initiatives align with these strategic M.I.T. priorities.
• Employees know the behaviors that directly contribute to achieving these M.I.T. priorities.
• We regularly track, report, and communicate our progress toward these M.I.T. priorities.

CAPACITY
We invest in building our people, systems, and tools.

• Our team structure maximizes our success.
• Our managers have the confidence and competence to lead well.
• Our teams have the tools and processes they need to succeed.
• We have a cadence of regular training and development.
• Every employee has an active training and development plan to equip them to “navigate the narrative” and “rock their (current and future) role.”

COMMITMENT
We keep our promises.

• We set clear performance expectations.
• We can count on one another to do what we say and follow through on commitments.
• We “ditch the diaper drama” and have candid accountability conversations when needed.
• We consistently recognize and celebrate success and improvement.
• We acknowledge when we haven’t kept our commitments and work to improve follow-through.

CURIOSITY
We ask great questions and take appropriate risks.

• We seek out ideas and feedback from the people closest to our customers and ask “courageous questions” of one another to improve our business.
• We “Own the U.G.L.Y.” and talk about our vulnerabilities, untapped opportunities, and latest developments in our industry.
• We “respond with regard” to ideas and suggestions.
• We develop and encourage appropriate risk-taking.
• Employees “act like owners” and proactively look for ways to improve the customer experience and the business.

CONNECTION
We trust one another and invest in our mutual success.

• We invest in getting to know one another as people, beyond our roles at work.
• We “prioritize peers” and “put people before projects” to collaborate across roles and functions.
• We ask for help when we need it and can count on one another for support.
• Our teams collaborate well across departments and organizational boundaries.
• We have fun and celebrate our individual and collective accomplishments.

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