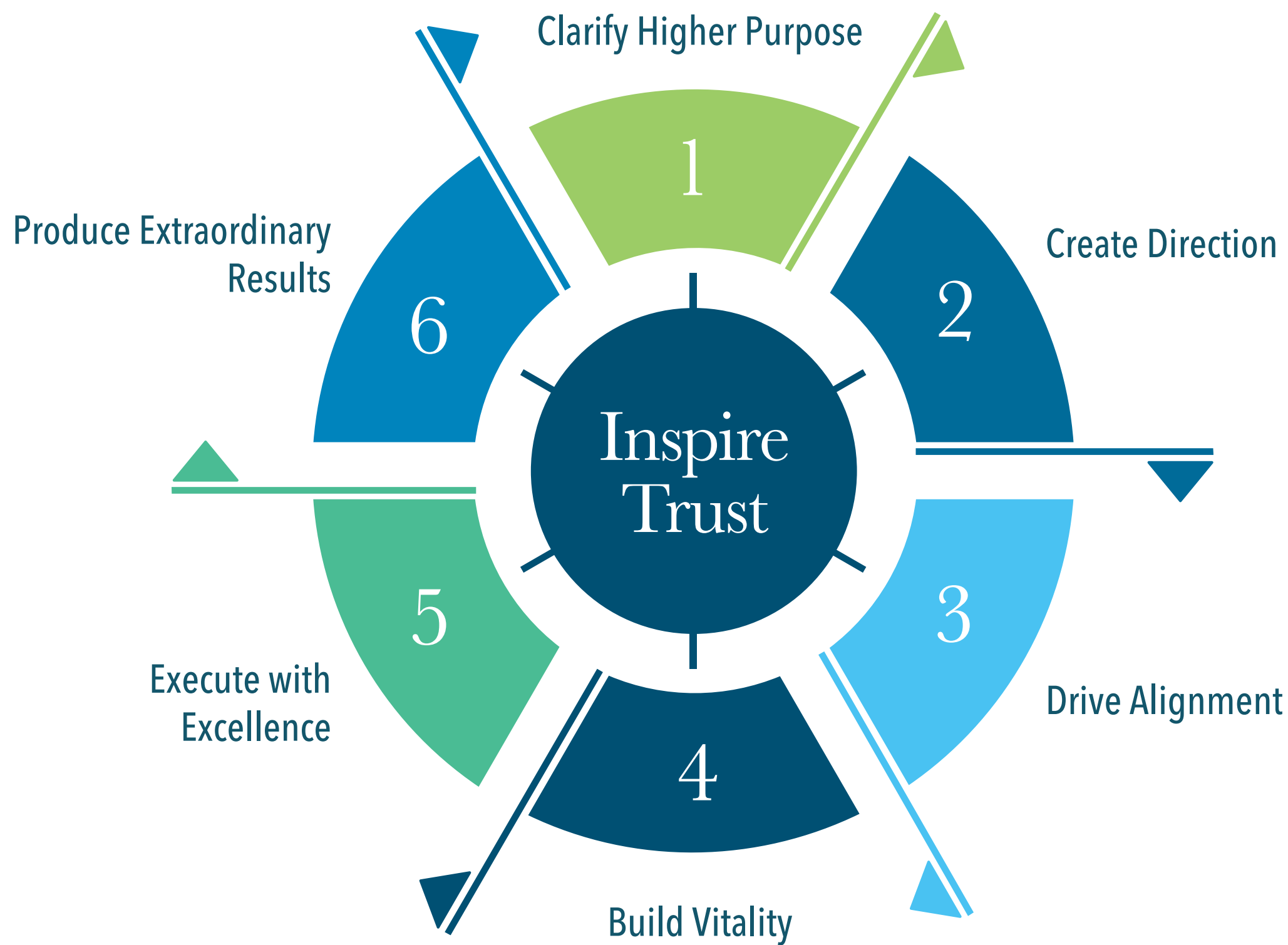


The ConantLeadership Flywheel



About the ConantLeadership Flywheel

The key to Leadership That Works is found in the 7 connected practice areas of the ConantLeadership Flywheel. We champion this high-impact model, based on 40 years of leadership experience and study, as a highly effective way for 21st century leaders to deliver enduring value to all stakeholders.

Inspire Trust

Earn the confidence of all stakeholders.

Honor. Declare. Uphold.

1

Clarify Higher Purpose

Craft an inspiring 'calling' that resonates with all stakeholders and delivers economic and social value.

Craft. Champion. Ensure.

2

Create Direction

Develop a competitively advantaged direction for advancing the agenda.

Confront. Build. Dispel.

3

Drive Alignment

Organize and leverage all resources to advance the agenda in a quality way.

Organize. Establish. Confirm.

4

Build Vitality

Motivate all to be fully engaged in advancing the direction in a way that honors all stakeholders.

Energize. Celebrate. Challenge.

5

Execute with Excellence

Assure the direction is executed with excellence — course-correcting as needed.

Implement. Measure. Adapt.

6

Produce Extraordinary Results

Meet or exceed performance expectations.

Deliver.