

Action plan



Understanding where you add the most value as a leader

The expertise, organisational knowledge and network of leaders means they're looked to for high-impact interventions. That could range from convincing a potential client to come on board to negotiating joint ventures. Often there's pressure to get involved in lots of different elements of the business, so you need to understand where you can have the most impact.

- **Effort:** High
- **Impact:** High

Actions:

Use planning meetings to find out where your team most values your input and identify any blockers that are preventing projects from moving forward.

- **Impact:** Medium
- **Suggested duration:** 28 days
- **Why this will help:** Your team has the best understanding of what needs to be escalated. Usually they will need your advice, access to resources (such as budget sign-off) or involvement in an external meeting.

Talk to employees, particularly your management team and from different parts of the business, about your role in their business function and how this could evolve.

- **Impact:** Medium
- **Suggested duration:** 28 days
- **Why this will help:** As a business grows, more responsibility is delegated to the management team and leaders inevitably spend less time working hands-on in the business. Talking to the management team sets expectations and means you can get ahead of this process.

Identify three changes in areas such as product developments, team structure and other strategic activities, that are going to have a big impact on the future.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Mature processes need less input from leaders; it's often new opportunities that leaders can have the biggest impact on. These are things that will take time to realise, like a partnership or entering a new export market, but can change the trajectory of the business.

Action plan



Look for skills gaps in the management team and where you may need to invest more time in the short term.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** At any given time, your management team won't have every skill set needed and individuals may need more support. Part of the value you add as a leader is shoring up that group, so it's important to keep a handle on any skills gaps.

Develop a plan for allocating your time, so that you can make the most impact, and record what needs to happen to unlock those opportunities.

- **Impact:** High
- **Suggested duration:** 28 days (ongoing)
- **Why this will help:** Once you understand where you add the most value, you need to prioritise accordingly. Over time, you can implement new habits, such as changing how you manage your calendar, and delegate effectively, so that you're making the biggest possible impact.

How will I know if my action plan is working?

Way to measure success

Company objectives.

Why this metric?

If a leader is doing their role effectively and adding the most possible value, the business should be progressing towards its long-term goals.

How do I start tracking?

Quarterly or monthly reviews of company performance.