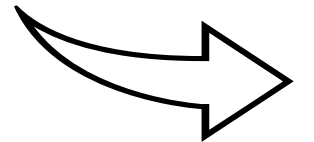
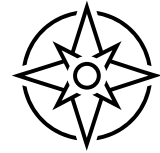


K&A

KNITTER AND
ASSOCIATES

5 leadership principles practiced by
leaders in best-performing companies
that you can apply today





Be clear on your purpose

Leaders need to be clear on their individual purpose, on what drives those around them, and how this connects to the organizational purpose. Only then can a common “pull” in one direction be achieved.



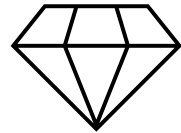
Be clear about your role

Create energy and momentum, particularly in critical situations. Provide inspiration and an environment in which others flourish – in support of the company's purpose.



Be clear about whom you serve

As a leader, you serve the people on the front lines, your colleagues, board of directors, the people around you: understand what it is they need to perform so you can support them in the best way possible.



Be driven by values

Do right out of conviction, not just because it is expected. Leaders are role models, who should live by and promote values, ensuring they are part of the corporate culture.



Be authentic

Show vulnerability as a leader by sharing emotions and personal trials and acknowledging what you don't know, to foster social connection.

Purposeful Leadership

Be the leader you're meant to be. Be the change you want to see.

