















The Formula: 15,000 Leaders / 300 Companies
What the Best Leaders Do:

1) Clearly define what winning looks like
2) Spell out your "preferred culture"
3) Set stretch targets
4) Connect to the big picture
5) Develop an ownership mentality
6) Improving performance through transparency
7) Increase performance through employee engagement
8) Storytelling
9) Communication
10)Taking the time to celebrate

