

# 4 C's Leadership Framework™

*Face Uncertainty with Clarity and Confidence – Survive and Thrive, Now and Later*

## CLARITY vs. Confusion

*Shift Your Focus*

**Co-create a NEW picture of:**

- WHAT you want to achieve
- WHY it's so important
- HOW success will be measured

*So that you can ensure you have alignment and a laser focus on what matters most*

## COURAGE to ACT!

*Shift Your Results*

**Reflect and Recommit:**

- Celebrate what's working
- Acknowledge what needs improvement
- Be accountable for your desired results

*So that you can boldly support everyone's success, minimize risks and maximize new opportunities*

## COMMITMENT vs. Compliance

*Shift Your Possibilities*

**Assess and address everyone's:**

- Degree of genuine buy-in
- Potential resistance or barriers
- Underlying issues

*So that you can inspire engagement and camaraderie that results in unstoppable momentum*

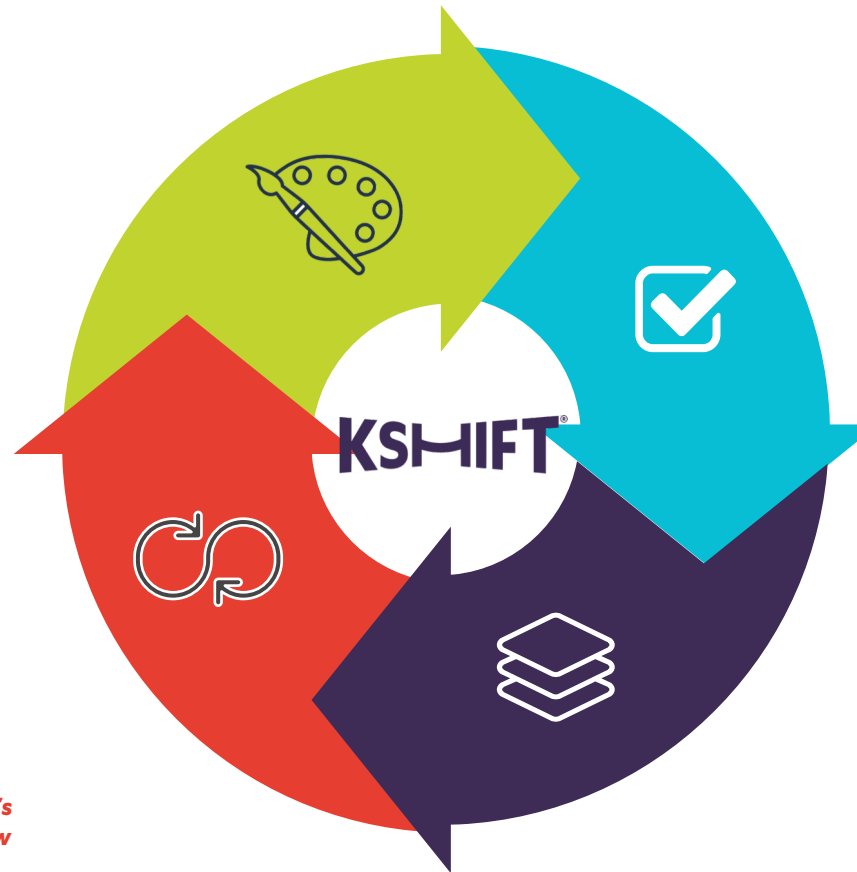
## CAPACITY vs. Constraint

*Shift Your Productivity*

**Define what's needed NOW to succeed:**

- Strengths, skills and experience
- Training, development and support
- Tools, supplies and resources

*So that you can ensure you have the right people, in the right roles, well-equipped to deliver high quality performance*



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