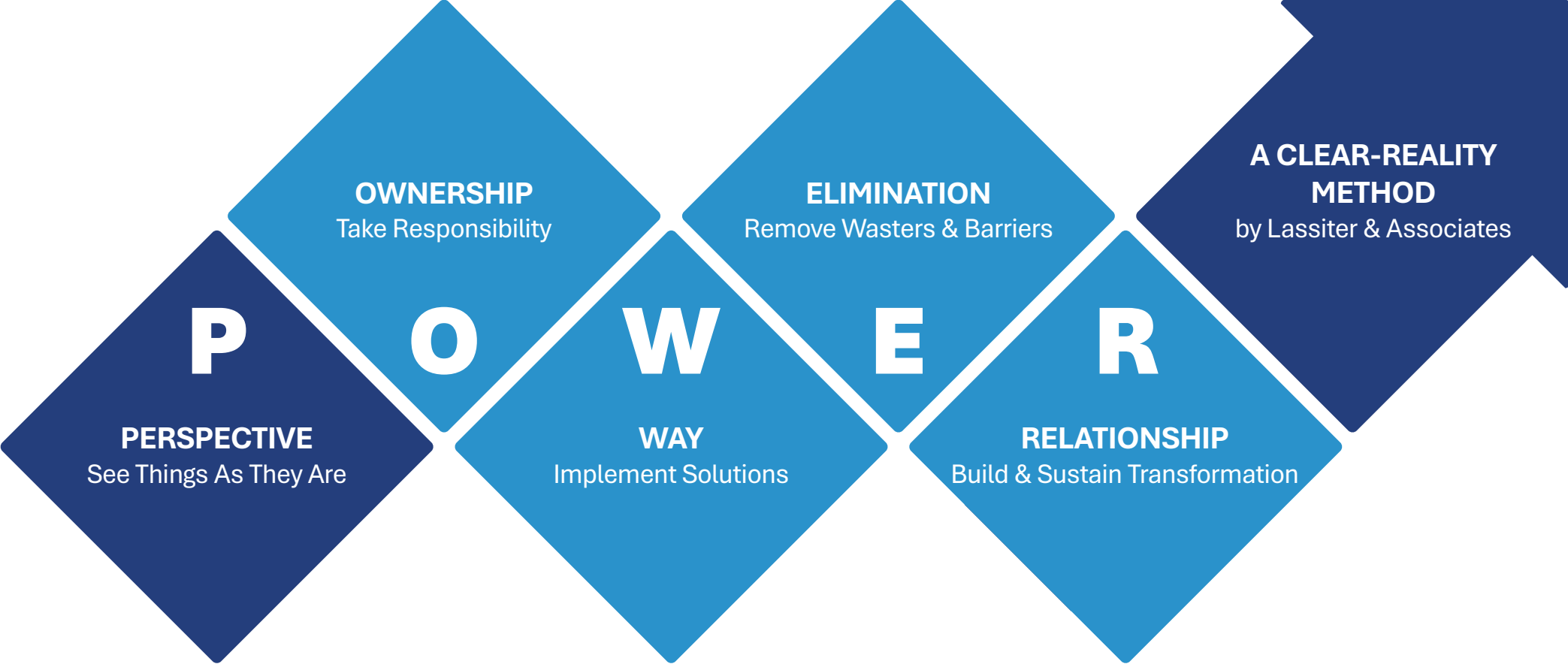


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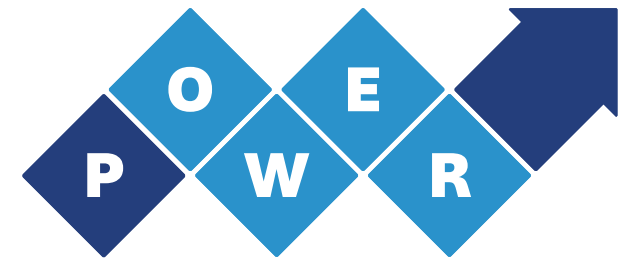
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PERSPECTIVE

SEE THINGS AS THEY ARE

Leaders must develop the discipline of clear sight — separating facts from assumptions and reality from wishful thinking. Perspective grounds decisions in truth, helping leaders recognize patterns, risks, and opportunities without distortion.



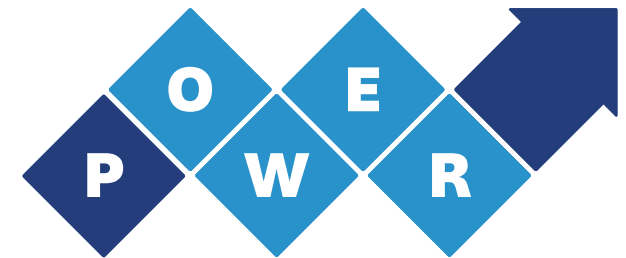
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OWNERSHIP

TAKE RESPONSIBILITY FOR ACTION

True leadership requires stepping up, not stepping back. Ownership means being accountable for both outcomes and processes, ensuring that commitments are honored and follow-through is consistent. It shifts culture from blame to responsibility.



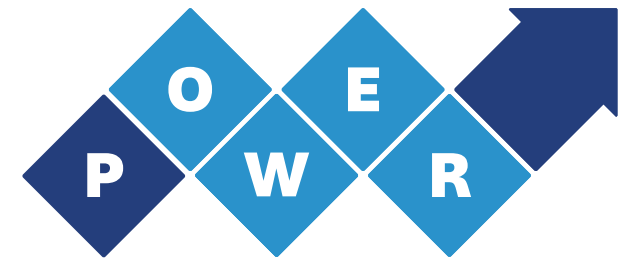
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WAY

CHOOSE THE PATH FORWARD.

Every organization has a “way of being” — its culture. That culture determines how solutions are identified, decisions are made, and actions are implemented. Leaders must intentionally shape the way forward so that solutions align with values and vision.



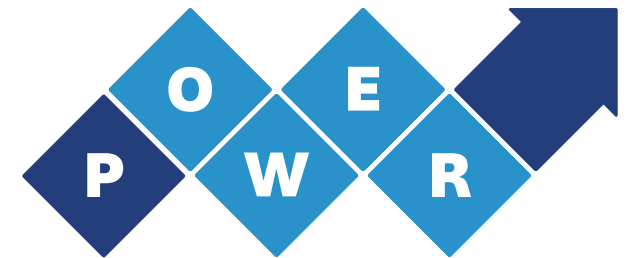
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ELIMINATION

REMOVE WHAT NO LONGER SERVES

Progress requires letting go of outdated practices, unproductive habits, or misaligned priorities. By eliminating what drains energy or creates confusion, leaders make space for clarity, focus, and innovation.



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RELATIONSHIP

BUILD CONNECTIONS THAT MATTER

Sustainable leadership is built on trust and collaboration. Strong relationships — with teams, stakeholders, and partners — create alignment, fuel resilience, and enable meaningful progress even in uncertainty.

