

## 7- Truths of Successful Leadership

### WHAT-WHO-WHY

#### Exercise

#### PREMISE POINTS

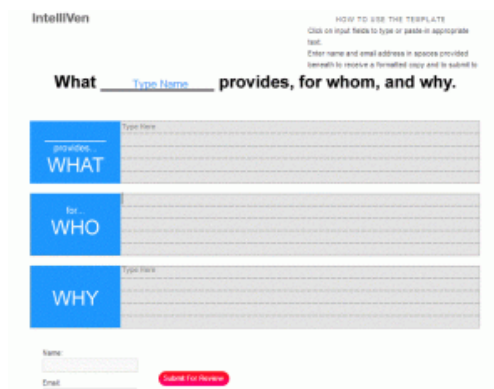
- A business exists to solve a problem for a customer.
- Leaders who all describe “**WHAT** their organization provides to **WHO** and **WHY** customers pay for it” in the same way increase the odds of better performance.

#### EXERCISE

- Read and reflect on background on GET CLEAR in [this IntelliVen post](#) and/or watch the short video linked to the graphic below:



- [Fill-out and submit the WHAT-WHO-WHY template for your organization:](#)



IntelliVen will return to you a copy of what you submit. Bring it to our session to work on it further as part of our workshop.

