

## 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 [GET CLEAR](#) background 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 Program Overview Workshop** so you can incorporate what you learn during our session.

