

## 7- Truths of Successful Leadership

### WHAT-WHO-WHY

#### Exercise

#### PREMISE POINTS

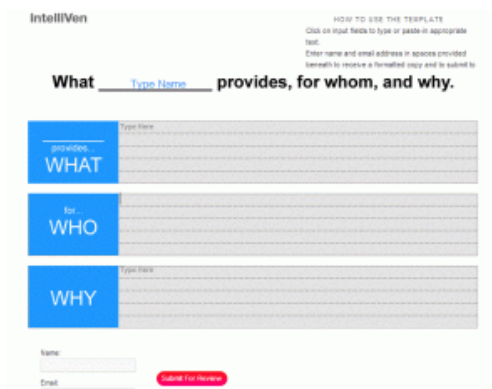
- An organization exists to solve a problem for those who have the problem.
- Leaders who all describe “**WHAT** their organization provides to **WHO** and **WHY** it gets paid for” in the same way, increase the odds of better performance.

#### EXERCISE

- For background on what it means to **GET CLEAR**, read [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. **Have it at hand during our workshop** so you can incorporate what you learn during the session.

