



# **STRATEGIC LEADERSHIP**

**Leading With Vision + Values**

# About Us...

We're a leadership development platform for all your people **100% virtual**, technology-enabled and proven effective for leaders at every level.

At New Level Work it's our mission to make thriving at work the norm. Organizations thrive when their people are properly supported, and their talents cultivated. It is the right way to lead, and the only way to lead responsibly into the future.



[www.newlevelwork.com](http://www.newlevelwork.com)

# NEW LEVEL WORK

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**A leader is one  
who knows the way,  
goes the way, and  
shows the way**

- John Maxwell

# Strategic LEADERSHIP

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## Why Is Strategic Leadership A Crucial Skill That You Must Learn?

In today's world, knowing how to lead is everything. Whether it's a company, an organization, or just a simple business venture, the ability to lead is paramount. It's the difference between success and failure.

And while there are many types of leadership styles and approaches, when it comes down to it, **Strategic Leadership** is one that has proven time and time again to be the most effective in producing results.

Strategic leadership goes beyond organizing teams or managing processes—it creates an organizational structure that aligns perfectly with business objectives to achieve those goals.

# What is Strategic Leadership?

Strategic leadership can be defined as the development of a series of effective processes that will facilitate the achievement of a predetermined goal.

Strategic leadership is one type of leadership that not only organizes a team or manages a company's processes but also creates and manages an organizational structure that is perfectly aligned to achieve its objectives..



## Chapter 1:

# Vision + Values | Organization, Leaders, Teams

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### Why is the company vision so important for your business?

The vision is a statement that should indicate where the company intends to go in the long run. It should be an ambitious and inspiring goal in order for collaborators to identify with it.

The company's strategy aims to achieve the vision via the mission and values. Meaning: what the company wants to be must be answered in the vision. What direction does the company want to take?

The vision must be realistic, and while it must be inspiring, it must not be based on impossible dreams, but rather serve as a motivator for the company and its collaborators to work toward a common goal.

The company's vision & values must be consistent, or else its statement or strategy will be meaningless.

### Why is it critical for a company to establish corporate values?

When we talk about corporate values, we are referring to the organization's and its collaborators' ideals, beliefs, and ethics. The values are supposed to answer the question: "What does the company believe?"



They help us draw action lines and barriers, and they allow all of us in an organization to make decisions that are oriented toward common goals.

Although there is no rule that limits the number of values stated, it is simply that we can place our fundamental principles among those quantities without conflicting with each other and with a clear order of priorities.

Some companies simply state their values, while others explain what they mean when they say it. There are no formal rules on this either. We can state "environmental protection" as a value, but we can also state how we intend to protect it, such as "by recycling our consumables, conserving energy, and purchasing products from companies that care about the environment."



## Chapter 2:

# Clear Vision + Your Leadership

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A leader's success is tied to the ability to identify and align their own needs and interests with those of their team, organization and business. Focusing on how Strategic Leadership can be applied to your life, career, growth and ambitions can help you achieve more than you ever thought possible.

A "Business Manager" with this level of vision is elevated to the status of "Transformational Leader." A manager gets the job done, but a true leader understands the emotions of those who report to them.

In turbulent times and rapid change, it is a good idea to propose a pause every now and then; stop the clock, wait. Consider who you are, what you stand for, where you want to go, and what kind of future you want for yourself and your organization.

It is critical to emphasize the important role you intend to play in achieving commercial success in the future. The clearer you are about the future you want to build, the easier it will be to make the day-to-day decisions that will allow you to build that future.

## Chapter 3:

# Why is it crucial to develop your company's vision?

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When it comes to building a company, there's no such thing as a small detail. Whether you're working on a small business or an enterprise-level operation, the more time you spend thinking about the nitty-gritty, the better off your business will be.

A vision is one of those details, it's something that can make or break your business in terms of how well it performs and how much success it achieves. A strong vision keeps everyone in your organization focused on what matters most. It helps them understand what they need to do and why they need to be doing it. It gives them a reason to keep pushing forward and not give up in their efforts to achieve success.



When we talk about developing a company's vision, we aren't just talking about creating a mission statement or some other cliché "vision" you might see on the wall at your local coffee shop. We're talking about creating something that truly reflects the core values of your company's culture and ambitions for the future, and then making sure that everyone involved with the business understands these values and can use them as a guide for their own decisions and behaviors.

The vision of a company is the driving force behind all of its actions. It's what drives your employees, it's what motivates you to keep going when times get tough. You can't build a solid foundation without a strong vision, and the best way to ensure that your vision is solid is to develop it yourself.

How?

It's simple: write down what you want your company to be like in five years. What kind of culture are you trying to create? What values are most important? How do you want people to feel when they're working at [Your Company]? What kind of work environment do you want?

Once you've got that down, make sure everyone knows about it! Write it on a wall somewhere so everyone can see it and remind themselves every day why they're working so hard and why they're doing what they're doing. Then, once those things are clear in everyone's minds, make sure that everything else flows from those core values, from hiring decisions all the way down to how employees treat each other at lunchtime.

## Chapter 4:

# Aligning Your Vision With The Organization's Vision

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If you're not aligned with your purpose, you'll feel it.

If your actions don't line up with your core values, you're going to feel it.

And if the vision of a company doesn't square with its core values, you're going to feel that too.

That's just how life works—and that's why leaders who are unable to align themselves with their organization's vision might get frustrated. Such a misalignment can occur as a result of lack of proper training or simply because you are not aligned with the corporate vision.

Your job is to align yourself with your company's goals and mission. This means that you need to ask yourself: What do I stand for? What is important to me? Why am I doing this work? What do I want to achieve, and how will that benefit others? Then, find ways to bring those answers into your work.

There are two kinds of misalignments: internal and external. Internal misalignments are when your actions don't line up with your current vision for yourself and your company. External misalignments occur when the actions of other people don't line up with your vision for them or the company as a whole.

Leadership misalignment can also result from a confluence of events, such as a change in company ownership and the introduction of a new, untenable vision by the new owners.

It is relatively simple to identify an internal misalignment. And there are only two ways for leaders to try to fix it. One must admit that the old vision no longer fits their actions and, if acceptable, replace it with a new one. The other option is to adjust what they're doing in order to realign their leadership skills with the original vision.



## Chapter 5:

# Why is it critical to create Alignment With Your Team?

Companies today seek visionary leaders, but it is critical to ensure that they can align to an absolute vision before moving forward.

Strategic alignment refers to employees' understanding of their company's mission, goals, and culture. It goes beyond goals to ensure that everyone is on the same page about how they contribute, empower their people, and solve problems while keeping the company's culture and mission in mind when making decisions. Alignment ensures that the organization's efforts are directed toward the same critical issues.

Developing a business plan and setting company goals are critical components of business management. These tasks are typically time-consuming and present the organization with new challenges. One of them is to match the skills of employees to the business plan.



Long term, it pays to invest in qualified employees and assist them in developing their skills in order to achieve the overall goals of the company. Each team member should believe that they are helping to achieve these objectives. This attitude strengthens the team's ability to identify with and pursue the company's goals.

If management has clearly defined short- and long-term business objectives, they will be able to determine how to align their employees' skills with their short- and long-term business objectives.

Evaluate your employees to see who is best suited to achieving specific goals. Remember that reaching an agreement with all team members will increase their sense of involvement in the process. By identifying who needs to improve their skills, managers will be able to determine whether or not to look for new employees to improve the team.

Once the business objectives have been established, the heads of each department must promote the talent of the team in order to achieve those objectives. This necessitates a realistic assessment of individual employee skills. If it is determined that some employees will perform better in other positions as a result of this evaluation, then appropriate changes should be made.

Employees must always be encouraged to improve their skills and learn new ones in critical areas for the company. Access to educational programs helps employees achieve their goals and the company succeeds. However, keep in mind that in specific scenarios you can always hire new talent to supplement existing teams. This ensures that the team will be able to meet business objectives.

## Chapter 6:

# Impact Map

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Impact mapping, also known as impact analysis, is a technique for strategic planning. It allows businesses to maintain focus while developing products and shipping goods and services. An impact map is a graphical representation of your goals and the steps required to reach them. By creating an impact map, you can communicate clearly with your teammates, align with business goals, and build better roadmaps.

When working on products or projects, it's easy to lose sight of your role within the larger organization. Projects, on the other hand, interact with everything else in the organization, such as other projects, teams, products, and functions. Many planning techniques lack this overview.



Impact maps, on the other hand, help you see the relationship between your project roadmaps and the rest of your organization. This will help you capture key assumptions and scope, allowing you to deliver solutions that are not wasteful or over-engineered.

### **When should the impact map be used?**

The impact map can be used to help you decide what should be included in a product, to demonstrate to a customer that a particular feature is not worth investing in, and to plan your next sprint or release. The impact map can also be used to plan any type of project.

### **What are the main steps of the impact map?**

The impact map is broken down into four major steps: define and describe the business objectives, identify the people, define the actions these people will take, and brainstorm the outcomes that will drive these actions.

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