

naked
leader



Agile
Business
Consortium



How to unlock 3 times more
value, confidence and agility from
the people you already have

David and Katie Taylor

Why?

Organisations that do this will be strong, resilient, and adaptable, no matter what their competitors, politicians or the economy are doing.

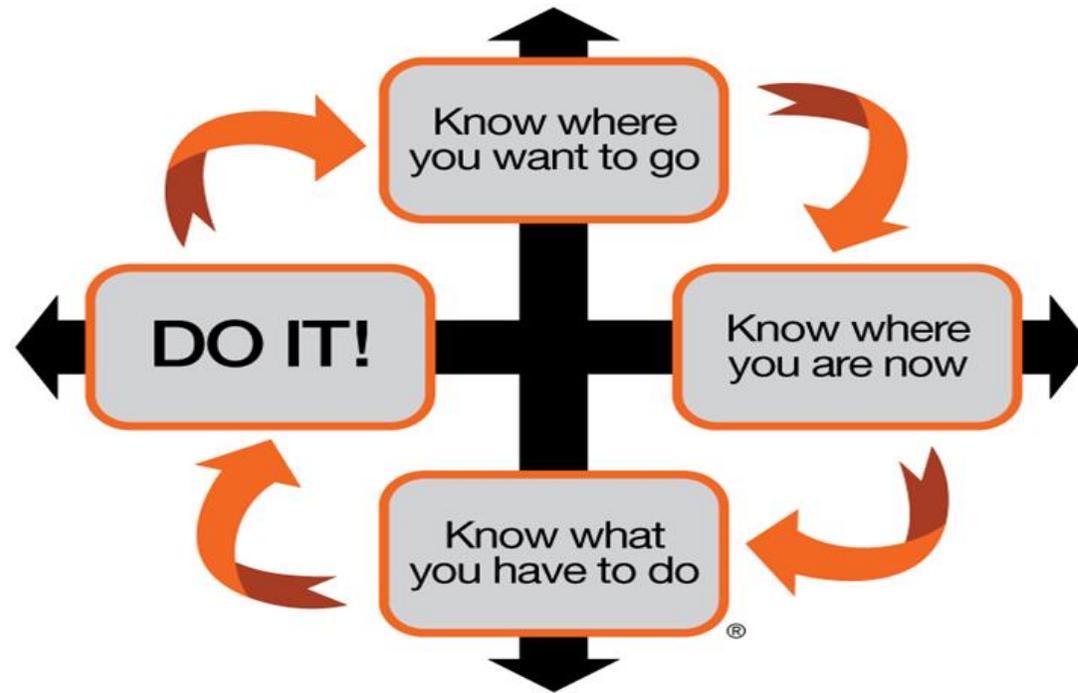
Why?

Organisations that do this will be strong, resilient, and adaptable, no matter what their competitors, politicians or the economy are doing.

Those that don't, won't.

The Science of your Success

Naked Leader Formula for Guaranteed Success



#NL3timesmore - how?

The 7 actions – people and profit



1. **People and Profit - Do what always works** – Success has structure – put The Formula for Guaranteed Success at the heart of all that you do.

People – The root cause of everything (The rest is just a distraction)

2. **Purpose – Inclusive** – Ensure that **everyone** knows how what they are doing, every day, helps achieve your organisation's outcomes. Anything that doesn't, stop doing it.

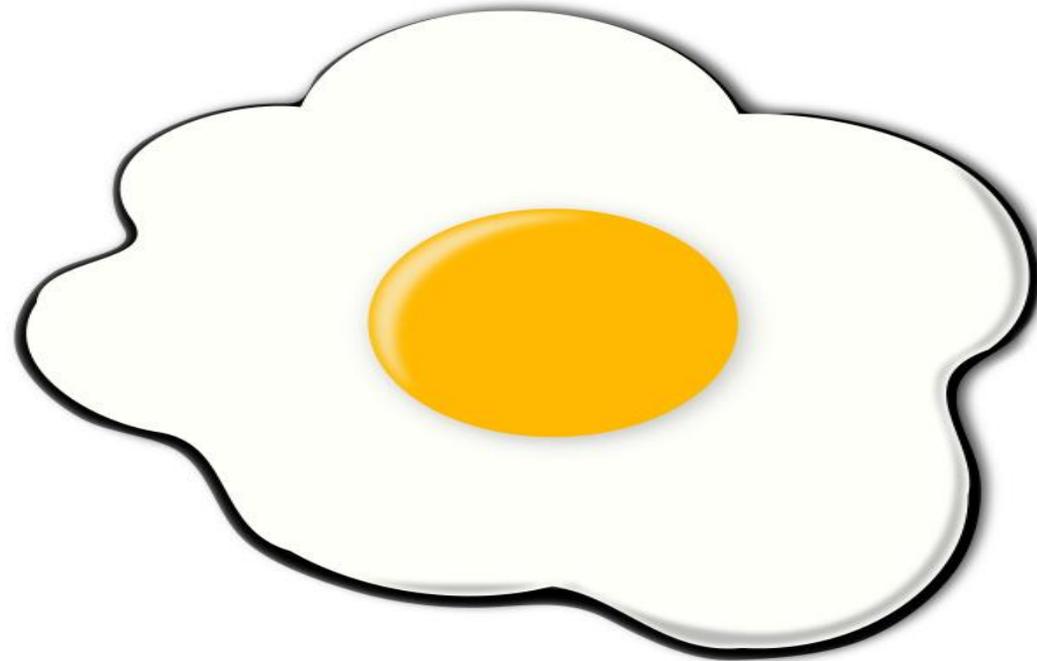
3. **Passion – Diversity** – Unleash the **different. unique** passions, ideas and genius in **everyone** – not just a chosen few. You will know the power of what you already have.

4. **Personality – Truly Authentic** – Ensure that your people really want to do – **choose to do** – what you really need them to do. Do this by focusing on 'choice' not 'change' – have a Fried Egg for everyone...



#NL3timesmore - how? The Fried Egg of Freedom

Yolk what you must do, **Oil** outside the egg what you must never do, the **White** is your freedom – what you may choose to do





#NL3timesmore

The 7 actions – people and profit

Profit* – Money is the most authentic thing of all, it is where your organisation gets real.

- 5. Performance – Everything is Measurable** – Hold all of your leaders accountable for Accountables – tangible results. Remove the word 'intangible' from your organisation.
- 6. Priorities – Radical Simplicity** – Get back to basics, and business – do far less, far better. Identify the 10% of activities that bring in 90% of your value – and stop doing everything else. Stopping work is the most innovative thing you can ever do.
- 7. Productivity – Know how to Financially Measure Behaviour** – Identify the clear, direct and causal link between what your people do, and your results.

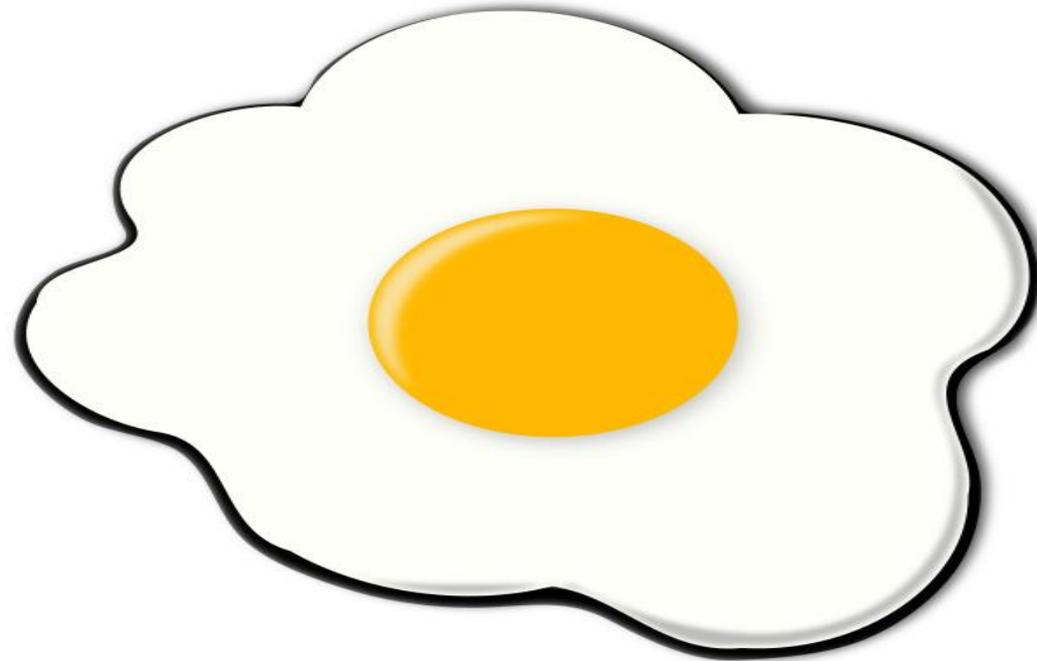
* Profit = 'surplus' in not for profit organisations.



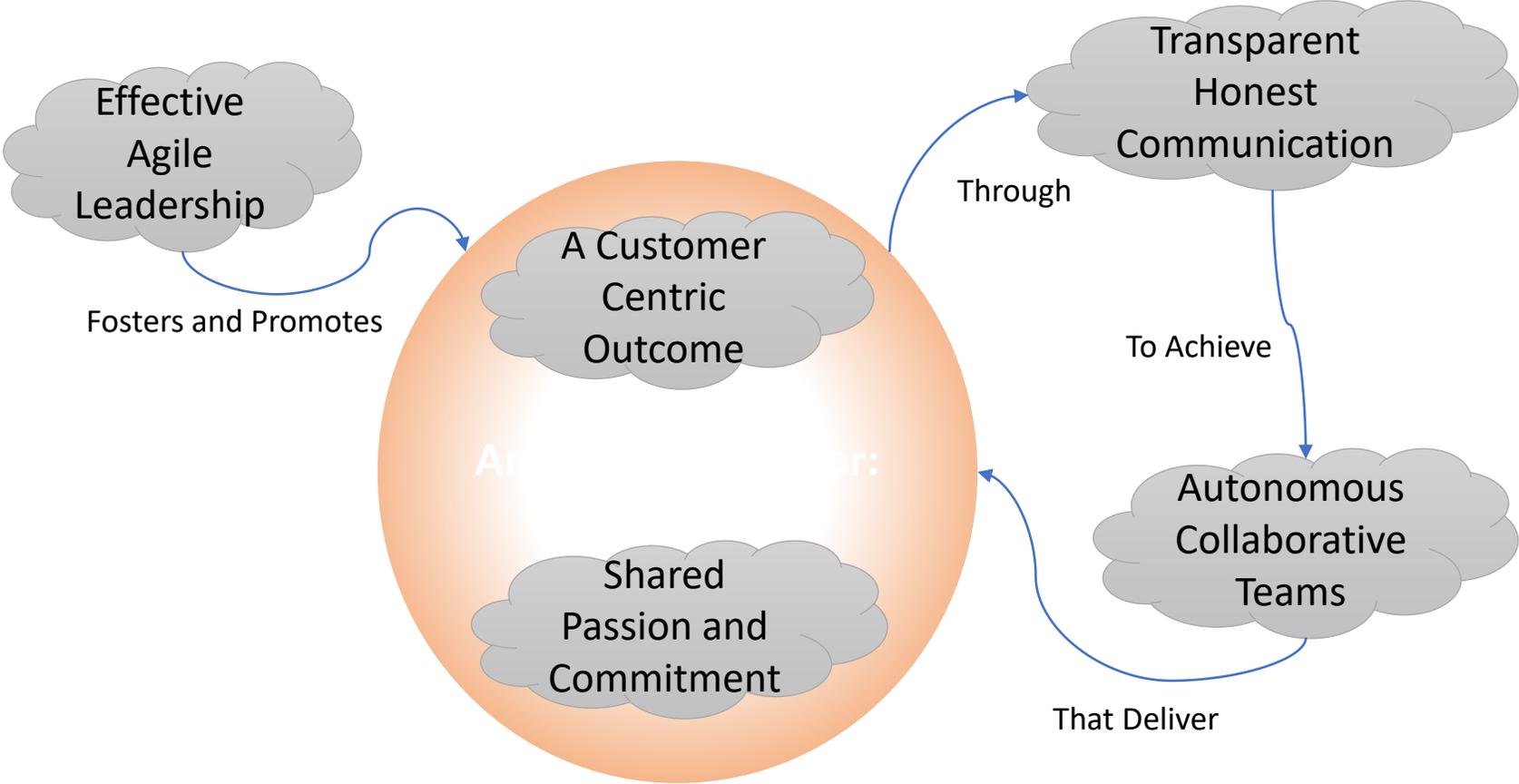
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Create The Right Environment



Changing Behaviours Changes Culture



- An Agile Culture has a particular 'DNA'
 - What your organisation looks like – how we do things around here

- The Agile Leaders primary role is to build, embed and evolve culture
 - The positive agile behaviours at all levels that set the tone for an Agile Culture



Thanks

Check out our websites if you want to find out more:

➤ David Taylor – www.nakedleader.com

➤ Katie Taylor – www.agilebusiness.org