

THE 4C's OF CONSCIOUS LEADERSHIP

Four questions that drive innovative, practical action through and beyond COVID-19

As I speak with dozens of CEO's and their teams while navigating my own leadership of a business and household with small children being homeschooled, I am humbly reminded that there is nothing more powerful than a crisis to shine a flashlight on what matters or what we have ignored for too long.

The dangerous pattern I see is that leaders are choosing to invest more narrowly in self-preservation mode despite their strengths -- and ignoring their areas of weakness or blind spots.

As a leader, what you do and don't do will multiply. Particularly in times of crisis, all eyes are on you to teach others how to respond consciously vs. react. **A crisis offers a powerful invitation to balance your strengths (or stop overdoing your strengths) and intentionally choose better.**

This 4C's model of top competencies for effective leadership offers a practical four-step method to serve your organization's health and bottom-line impact: ***Calm, Clarify, Connect, Create.***

Check yourself now with the following to see where you and your teams have work to do.

	Question to Check Yourself	Question to Check Your Team	Yes/No?
Calm	Am I feeling present and grounded?	Do I provide a calming presence for others?	
Clarify	Do we have a rallying cry?	Are we focused on what truly matters?	
Connect	Am I being open and authentic?	Are we adapting our working norms to connect and align?	
Create	Do I have dedicated creative time?	Are we challenging the status quo?	

On the reverse side, I've featured a "quick reference" guide of best practice questions and practices to develop your 4C's leadership competency. Read the full article at www.growthaxis.com/4Cs

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You don't need to go it alone. Reach out to ask how we can help your leaders and teams with our video executive coaching and virtual leadership programs by emailing us at hello@growthaxis.com.

About Growth Axis: Growth Axis has been helping leaders and their teams navigate complexity and uncertainty for more than 12 years. We specialize in building the health of organizations to achieve breakthrough results and more trusting high performance cultures. Visit us at www.growthaxis.com

