

**THE
INTENTION
IMPERATIVE**

**SIX BIG QUESTIONS
OF INTENTIONAL
LEADERSHIP**

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The Six Big Questions of Intentional Leadership

Question 1: *Are you doing business in the world that is?*

What are you doing now that isn't working as well as it once did? Do you constantly monitor the routines of your work to make sure they don't turn into ruts?

Are key leaders coasting toward retirement, convinced they have no reason to change or update since they are short-timers?

Question 2: *Are you absolutely clear about your top priorities and reason for being?*

Does everyone understand job number one in your company? Or do you waffle from day to day or month to month about your primary objectives?

Remember: You can only hit a target you can't see by accident—and rarely at that.

Question 3: *Are you and your team taking appropriate action every day to achieve those top priorities and fulfill your mission's mandate?*

Have you assessed behaviors of every employee in every department to make sure that they are moving everyone toward the desired objectives? Or do you have organizational drag caused by people spending too much time doing low-priority (or wasted) work?

Question 4: *Have you designed and maintained the right kind of culture?*

Culture is critical. If inspiration is the fuel, culture is the engine that drives results. Intentional leaders choose and create the right culture.

Question 5: *Are you effectively inspiring your team?*

Motivation is good, but it isn't enough. Employees today want purpose infused into their work.

Question 6: *Are you designing and delivering what customers want in the emotion economy?*

The emotion economy puts a premium on how customers feel about doing business with you. Experience is wasted unless it creates the right kind of positive emotions and avoids the wrong ones. If you can answer those questions affirmatively, that's great. But what about those you lead?