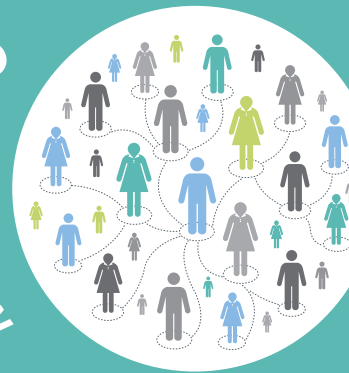


THE COMMUNITY OF LEADERS

MANIFESTO



WE ARE DONE WITH THE OLD MODEL OF LEADERSHIP THAT HAS GLORIFIED HEROES.

WE ARE DONE SETTLING FOR
MEDIOCRITY.
WE WILL NOT BE
LAME LEADERS.
WE WILL STOP GOING THROUGH
THE MOTIONS.
WE WILL PUT AN END TO THE
ISOLATION
THAT WE FEEL EVERY DAY.

WE WILL NOT BE DISCONNECTED FROM ONE ANOTHER. WE WILL NOT PUT UP WITH A CLIMATE OF APATHY AND LOW TRUST. WE WILL PUT AN END TO ALL THE INFIGHTING AND COMPETITION. WE WILL STOP BUILDING SILOS. WE WILL STOP WORKING AT CROSS-PURPOSES. **INSTEAD,**

WE RESOLVE TO CREATE A STRONG COMMUNITY OF LEADERS—ONE WHERE THERE IS HIGH CLARITY ON WHAT WE ARE TRYING TO ACCOMPLISH AS LEADERS TO MAKE OUR ORGANIZATION GREAT.

WE WILL SHARE A COLLECTIVE ASPIRATION AND PASSION FOR GREAT LEADERSHIP. WE WILL SET AN EXAMPLE TO OTHER ORGANIZATIONS.

WE WILL BUILD THE
BEST LEADERS
IN OUR INDUSTRY.

WE WILL OPERATE AS
ONE
COMPANY.

WE WILL BE ALIGNED TO
OUR
STRATEGY.

WE WILL DRIVE COLLABORATION AND INNOVATION ACROSS OUR ORGANIZATION. WE WILL BUILD STRONG RELATIONSHIPS WITH ONE ANOTHER. WE WILL MAKE EACH OTHER STRONGER. ONCE WE BUILD A STRONG COMMUNITY OF LEADERS, IT WILL BECOME OUR ULTIMATE DIFFERENTIATOR. IT WILL BE OUR TRUE AND EVERLASTING SOURCE OF COMPETITIVE ADVANTAGE. IT ALL STARTS WITH EACH ONE OF US. IT ALL STARTS WITH A DECISION TO LEAD MORE DELIBERATELY—WITH GREATER PERSONAL **CLARITY AND COMMITMENT.**