Leader as Catalyst How to shift mindset, leadership, and culture?

Why is it important?

Organisations are having to re-imagine themselves in order to thrive in this 'new normal' and leaders are the key to making it happen. However, most leaders are not equipped with the right mindset, behaviours or capabilities to navigate the complexity they now face. Traditional leadership development models are woefully inadequate as they focus on teaching skills rather than shifting mindsets. The secret lies in creating the space for sparking intrinsic motivation for change, where leaders take ownership for their self-disruption.

When is it most valuable?



New Organisational Vision / Strategy



Leveling up performance expectations



Shift in culture / engagement needed



Embarking on a transformation journey

PwC's Leader as Catalyst framework, underpinned by research and data science, defines what is now required of leaders to lead thriving, high-performing businesses.

Obsess

about

Leader as a Catalyst

Obsess about customers

Maintain a primary focus on the end-user – the customer, client or stakeholder who benefits from and ultimately gives the business its purpose.

Spark self-disruption

Challenge self and others to question accepted perspectives and conventions in order to trigger new ways of thinking.

Hack the impossible

Identify and tackle unprecedented problems and opportunities head on.

Redefine reality

Re-invent accepted practices and ways of working to re-shape the system.

Build diverse communities

Bring people together from across all types of boundaries to leverage the power and value of diverse groups.

Navigate ecosystems

Understand and engage with the varied participants in complex interrelationships that impact on the organisation.

Champion disruption

Advocate for and enable system-wide transformation, helping others to overcome barriers.

Foster a movement

Build communities of like-minded people to create movements of change.

CEO Leadership Agenda



Ownership Mindset

Do our leaders foster a mindset of personal ownership for results?



Self-Disruption

Are our leaders sparking continuous improvement at all levels?



Culture Stewards

Are our leaders stewarding the best culture for our people?



Transformation Leaders

Do our leaders inspire the change movements that drive game-changing performance?



Leader as Catalyst How to shift mindset, leadership, and culture?

How can we help?

PwC's unique, market-leading methodology blends adult learning theory, neuroscience and behavioural economics to spark the intrinsic motivation needed within leaders to inspire genuine mindset shift.

While the leader experience is co-created with you and highly tailored to the unique context and needs of the organisation, this illustrative design highlights the flow and key steps necessary to shift mindsets and create leaders that can ignite culture transformation.

Are you looking to develop the leaders of the future in your organisation? Let's chat.



Andrew Lopianowski
Director
+44 (0)7872 194 945
andrew.lopianowski@pwc.com

Programme launch

Starting the journey

Building energy for the journey ahead and why it matters.

- CEO welcome message
- Understanding the journey
- Defining personal goals

Innovation teams
Hacking Business Issues

Digital social learningVirtual learning and nudges

Accountability triads
Peer Coaching Groups

Personal coaching Formal 1-1 coaching

Module 1 Immerse in context

Exploring our context

Creating space to consider the bigger picture of our business.

- CEO presents vision and view of the business
- Analysis of megatrends and specific market forces
- ExCo discussion panel on market challenges and opportunities

Our role as Leaders

The implications of our vision and context for leadership.

- Translate what this means for our people/teams
- Profile what our people therefore need from leaders
- Define the From-To of the leadership transformation we need to make

Module 2 Spark insights

Focusing on customers

Stepping into our customers shoes to see their PoV.

- Appreciate our current customer segmentation
- Develop personas and empathy maps
- Complete customer journey blueprints
- Define experience impact

Re-Imagining our value

Given context and customer experience, how do we change.

- Identify specific customer experience issues to hack
- Gather customer insights, posit hypotheses and ideate possible solutions
- Test and iterate ideas in innovation teams

Module 3 Build change momentum

Championing disruption

Challenging ourselves and the business to innovate.

- Redefine an aspect of BAU based on innovation project
- Present innovation projects to ExCo with business case to earn sponsorship
- Explore how to create a culture of innovation

Leading transformation

Learning how to lead the business transformation.

- Analyse current culture and mindset against new world
- Consider the transformation journey for the business
- Learn how to become change leaders, navigating others through disruption

Module 4 Create ownership

Personal ownership

Take ownership of personal mindset and ongoing journey.

- Reflect on the journey and resulting mindset shift
- Clarify personal purpose in alignment with business
- Define a plan for ongoing personal development journey

Creating a movement

Working together to create an internal movement for change.

- Come together as a force for business transformation
- Create an inspirational narrative that sparks an internal movement
- Agree how to translate it into the whole business

Month 1

Month 1-2

Month 3-4

Month 5-6

Month 7-8

Note: While this design is illustrative, it is underpinned by a robust and proven development methodology that constitutes these four core steps, embedded through individual and group intersessional activities, spread over a 6-12 month journey.

