

# 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 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

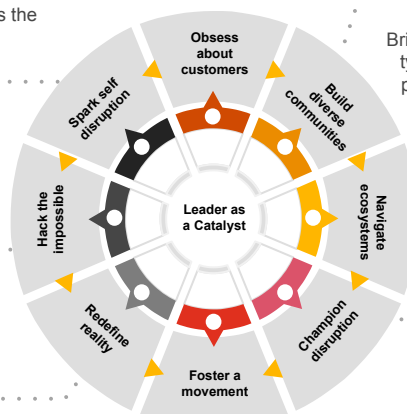
Challenge self and others to question accepted perspectives and conventions in order to trigger new ways of thinking.

#### 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?

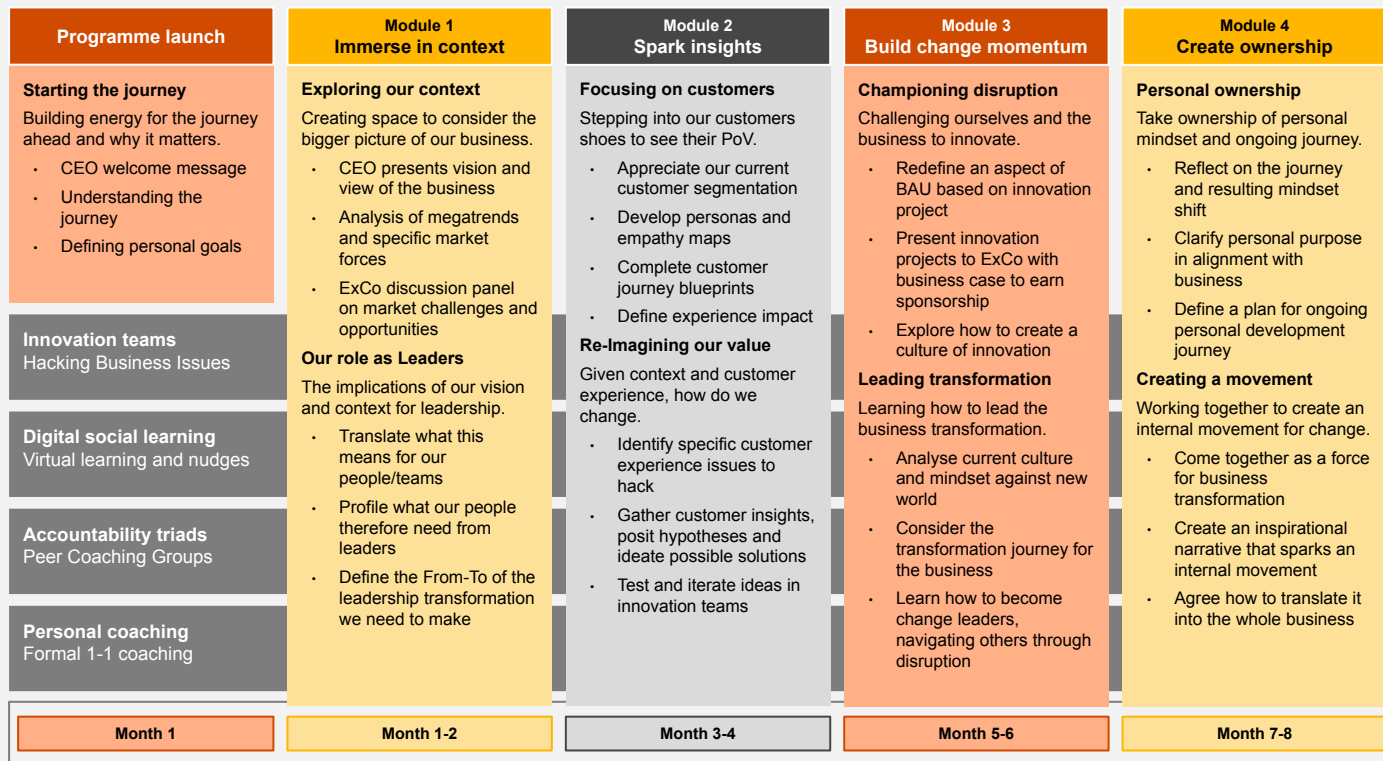
PwC's unique, market-leading methodology blends adult learning theory, neuroscience and behavioural economics to spark the intrinsic motivation needed within leaders to inspire genuine mindset shift.

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



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.