

# Executive Leadership Fundamentals

with John Ullmen, PhD

Executive leaders need to handle high levels of ongoing responsibility for people, resources, and results. The stakes are high, but so is the satisfaction and pride that come from serving people, helping them succeed, and adding significant value.

## The Two Principles of Executive Leadership

All your choices as an executive leader--everything you do, everything you say--should align with two principles: "earn trust" and "serve your people."

We cover the particular ways that executive leaders need to take action on those principles in two videos: **1.1 Earn their trust every day**, and **6.0 Next steps: An unwavering resolve to serve**.



Earn their trust every day



Next steps: An unwavering  
resolve to serve

Within the broad territory of possible actions defined by those two principles, how should you focus your efforts? You can do so in four distinct ways: **The Four Disciplines of Executive Leadership**.

# The Four Disciplines of Executive Leadership

Each **discipline** consists of **several practices**, each with its own video detailing specific **action checklists**, to give you clear steps to implement.

Go through the several videos under each of the four disciplines and rate yourself on how well you're implementing the steps in each video's action checklist.

## 1. Set Direction

Think strategically

Take responsibility and be decisive

Lead from "me" to "we": define the past, present, and future

Create a shared purpose and compelling vision

## 2. Motivate Commitment

Inspire confidence, even under pressure

Energize and empower people

Encourage personal excellence

Create collaboration opportunities

Develop others and build a talent pipeline

Communicate to motivate

Communicate to replicate

## 3. Drive for Results

Establish priorities and focus

Ensure invigorating accountability

Influence without authority

Cultivate creative thinking and innovation

Lead large-scale change and shape culture

## 4. Develop Yourself

Increase self-awareness

Build resilience and resourcefulness

Keep learning

Keep connecting

