IP BEST PRACTICES

Leadership Summit

A best practice shared by Henno Janmaat.

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Leadership Summit

Engagement always starts at the top — a summit is needed to swear in leadership towards the new identity of the organisation.

Key steps

Engagement always starts at the top, making sure to create role models.

If the top does not show the aspired behavior, the rest of the group will not do it either.

A summit is needed to swear in the top towards the new identity of the organisation.

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“Inspire to engage”