

#Leadership Manifesto

For the 'switched on' broker:

**Marketing & Customer
Engagement**



WHEN WE CAN ALIGN INDIVIDUAL AMBITIONS WITH
BUSINESS GOALS, WE CREATE ENGAGEMENT MAGIC!

COMPANIES DON'T HAVE
VALUES OR ETHICS, PEOPLE
HAVE VALUES AND ETHICS.

We need to allow people to pursue their dreams,
TO BRING THEIR PASSION TO WORK AND TO APPLY THEMSELVES WHOLE HEARTEDLY.

**LEADERS NEED TO CONSCIOUSLY TIE TOGETHER PEOPLE'S NEED FOR
SIGNIFICANCE WITH THE BUSINESS'S NEED FOR CONTRIBUTION.**

You can only maintain
a unique culture as
you grow, if you make
it a strategic choice.

*"The more human we are, the
more fallible, or vulnerable, the
more people can relate to us
and the more we can engage the
humanity in others."*

JAYSHREE TALWALKAR

CULTURE, EFFECTIVE
LEADERSHIP AND
ORGANISATIONAL HEALTH
TRUMP EVERY OTHER
INDICATOR OF BUSINESS
SUCCESS.

*"Management is one of the most noble professions, if it is practiced well.
No other occupation offers as many ways to help others learn and grow."*

CLAY CHRISTENSEN

*"Business is too powerful for
us to leave our humanity at
the door."* SETH GODIN

BY SURROUNDING OURSELVES *with diverse people, in a culture
that encourages debate and questioning, we become open-minded,
extend our imagination, generate new ideas and gain humility.*

Innovation starts
with the heart- with a
passion for improving
the lives of those
around you.

**LEADERS HAVE TO SHOW
VULNERABILITY AND
CREATE AN ENVIRONMENT
THAT DOESN'T LOOK DOWN
ON FAILURE.**

*"If we are too scared
to make mistakes
we will never learn
anything new."*

Empathy is the engine of innovation.
If you want to innovate, you need to
be inspired, your colleagues need
to be inspired, and your customers
need to be inspired.

*"THE HEART OF
INNOVATION IS A DESIRE
TO RE-ENCHANT THE
WORLD."* GARY HAMEL

**"THE ULTIMATE STAGE OF
LEADERSHIP IS TO LEAD
YOURSELF, IN THE SERVICE
OF OTHERS, WITH AN
OUTLOOK OF DEVOTION!"**

Pandurang S. Athavale

**BY BRINGING OUR HUMANITY TO BUSINESS, WE GET BETTER
TALENT RETENTION, EMPLOYEE ENGAGEMENT, PRODUCTIVITY,
INNOVATION AND RESULTS.**