

# Driving purpose-led business transformation *through devolved leadership*

## The critical factors to creating accountability and empowerment

### The Why

People need to have a North Star when they are making decisions; understanding the **Purpose, Vision and Strategy** ensures their actions are aligned to the organisation's priorities.

### The Way

**Culture** guides the way "things are done". Having a culture that is built on genuine "vulnerability-based" trust; a feedback culture that enables honest conversations; and a sense of agency to make decisions and take accountability without fear, ensures growth for individuals and better outcomes for the organisation.

### The How

The policies, processes and systems that promote and reward individual ownership, with defined responsibilities that create clarity and accountability without limiting initiative. Underpinning this should be measures on how improved empowerment and accountability are tangibly impacting business and purpose KPIs.

