

Declare your brighter future

Your brighter future is more concrete than an aspiration or a vision. It's a single, bold, measurable, human-centered destination that your organization will focus on — and you'll know when you achieve it. When you declare the brighter future you wish to create, you'll accelerate your company's growth and impact by inspiring the transformation of every aspect of your business to reach it. To create this future, you will need to:

Uplevel how leaders lead

Be human

Lead from your whole self—accessing the boldness, courage, optimism, creativity, empathy, and resilience needed to inspire others to wholeheartedly engage.

Connect your personal “why” to the brighter future being imagined

Tap into your *inner sense of meaning and purpose*, allowing your passion and drive to energize your teams and organization.

Model new ways of thinking and doing

Be open to learn, and demonstrate the *mindsets and behaviors* necessary to achieve your goals.

Create a top-tier team

Recruit the right team

Assemble *the right mix of top talent* with the diverse skills, expertise, and life experiences required to bring your brighter future to life.

Unite them around a shared ambition

Use the brighter future you've declared together to invite an “*all in*” commitment from every member of the team to make it real.

Unleash their full potential

Create an *environment* where everyone feels able to be their best, most-authentic selves and can work in fast, flexible, and fluid ways that promote constant learning and growth.

Build your organization

Keep a single focus

Focus everything in your *future-back strategy and plan* on reaching your destination, stopping what won't help you get there.

Elevate your products and services

Spark *new offerings, experiences, capabilities, and business models* to make your brighter future possible even as you optimize what you do today.

Design smart rhythms and disciplines

Create *practices and rituals* that help you move fast, learn quickly, and change course to ensure you reach your destination.

Position for greatest impact

Redefine success

Clearly articulate success as your ability to enhance performance and have a meaningful impact on the quality of people's lives. Growth and profit become the fuel to achieve your goals, not the end game.

Amplify your influence

Strengthen your *brand and partnerships* so you reach your ultimate destination and drive change within your industry and beyond.



Tournesol is a leadership consulting firm that partners with CEOs, senior leaders, and their teams using a unique model called lead brighter.™

When you lead brighter, you harness your platform — people, power, influence, and money — to create a brighter future, one filled with shared prosperity, equality, connection, discovery, beauty, and joy. Using our innovative set of tools, you'll spark new offerings, experiences, and business models to generate growth and profits, while making a measurable impact on people's lives.

Connect with us to learn how to lead brighter.

leadbrighter.com

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