



# LEAD

## *Pharos Leadership*

*Performance • Innovation • Transformation*



*The Original **Pharos** Mission:  
Lead a Path Through Obstacles,  
Uncertainty, and Turbulent  
Conditions, to Pursue  
Commercial Success*



Why would anyone  
want to be led by ***you***?



*For 1500 Years, the Ancient  
Lighthouse at **Pharos** Stood  
Alone as the Defining Symbol of  
**Leadership** and **Prosperity***



*Strategy & Tactics • Decision Making • Planning & Risk Management •  
Simplification • High First Time and Sustained Success • Performance •  
Growth • Continuous Improvement*

And if they follow, will  
you ***honor*** their ***choice***?

***Pharos Leadership*** will partner with ***You*** to  
*Maximize the Full Potential of Your High Potential Leaders*



# Vector **LEAD** Enhancement

*Focusing Pharos Value System for Specific Tactical, Operational, and Strategic Imperatives*





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