



# 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*

The Individual  
*Leadership Code*



## ***Self*** Leadership

*Character • Integrity • Humility • Ethical Courage • Self Control • Authenticity*

## ***Engage*** and Connect

*Treat People With Respect, Dignity, and Fairness • Know Their Needs, Attitudes and Expectations*

## ***Inspire,*** Motivate and Build Commitment

*Compelling Cause • Establish Trust • Communications*

## ***Continuum*** of Leadership

*Follow • Learn • Lead • Train Others*

## **Crush** Complacency

*Humility • Leverage Failure • Elevate Standards*

## **Prepare** Environment

*Train • Invest • Collaborate • Standardize*

## **Decide** and Act

*Risk Management • Communication • Discipline • Composure*

## **Learn** and Improve

*Mentor • Develop • Coach*

The Team  
Tools and Process



# Pharos Key Focus Areas

## The Organization *Results*

### ***Immediate Impact***

*Use Tools and Concepts • Organization Impact Project*

### ***Sustain and Grow***



*Metrics • Follow Up • Leadership Culture*





# FOUNDATIONS

*Converting Pharos' Value System to Results • Designed for High Potential Leaders*

<i><b>Prep</b></i>	<i><b>Day 1</b></i>	<i><b>Day 2</b></i>	<i><b>Day 3</b></i>	<i><b>Sustain</b></i>
Organization Why?	Self 	Action Preparation	Organization Impact Project	Peer Support
Candidate Selection	Leadership Code	Planning and Decision Making	Planning and Decision Making	Pharos Support
	Leadership Alignment	Project Life Cycle	Project Presentation	Pharos Follow Up
Executive Commitment	Leadership Perseverance	Practice	Personal Commitments	Commitment Updates



# Foundations *Value* Optimization

*Organization • High Potential Leaders • Pharos Leadership*







# LEAD

*Performance • Innovation • Transformation*

*info@pharoslead.com*  
805 205 5459