

Our Standard of Performance Starter Playbook



Define. Embed. Activate. Lead.



High-performance isn't built on good intentions.

It's built on standards clear, visible, and consistently reinforced.

This playbook is your entry point into how elite organisations establish clarity, scale leadership expectations, and turn culture into a true competitive advantage.

What you're holding is a single building block from our full system.

It's not the full architecture, but it is the first brick.

The shift from words on a wall... to behaviours your people live, every day.

For leaders serious about performance, this is where it begins.

01

Choose One Value. Make It Real.

Take one of your organisation's core values. Now ask: What does this actually look like in our daily rhythm?

Example:

Value: Respect

Behaviours: Be present. Listen fully. Follow through.

Why this matters:

Abstract values sound good—but only real behaviours drive consistency. Clarity here is the difference between high standards and high frustration.

02

Sense-Check Your Culture in 60 Seconds

Ask your team: **"What does this value mean here?"**

If you get five different answers, you don't have alignment—you have ambiguity.

Where to use this:

- Leadership offsites
- Onboarding
- Team resets
- Quarterly reviews

Take-home tip: Alignment is rarely verbal. Make your values visible in how people meet, decide, lead, and follow.

03

Reinforce One Behaviour This Week

Choose one defined behaviour. Spotlight it deliberately in:

- A team meeting
- A 1:1
- A feedback moment
- A recognition shoutout

Why this works:

Culture shifts when consistent behaviours become expected, recognised, and rewarded. Micro-moments lead to macro-change.

This Is Just One Part of the System



What you've just used is a single section of our full Standard of Performance methodology – designed to help leadership teams embed performance through clarity, consistency, and culture.

The full system includes:

- Behaviour-led values and leadership principles
- Manager activation and enablement
- Embedded rituals, feedback, and recognition flows
- Tailored frameworks for the Middle East and fast-growth environments

Book Your Culture Audit

Let's design a culture that performs on purpose.