GoNorth
BETTER LEADERS by NATURE

LEADERSHIP INSPIRATION · 01

MORE THAN JUST DIRECTION

Direction becomes leadership when people start moving.

Set the direction – without having to pull everyone along.

Great leadership is not about having every answer. It is about making the destination clear so others have the confidence, space and accountability to find the way.

WHAT YOU WILL GET

A simple direction-setting model, four practical leadership habits, a ten-minute team exercise and reflection questions about your own leadership.

TRY THIS TODAY

Ask your team: **“What difference should our work make – and are we all clear about what matters most right now?”**



PURPOSE

Direction starts with why

When the destination is clear, the team can choose the route.

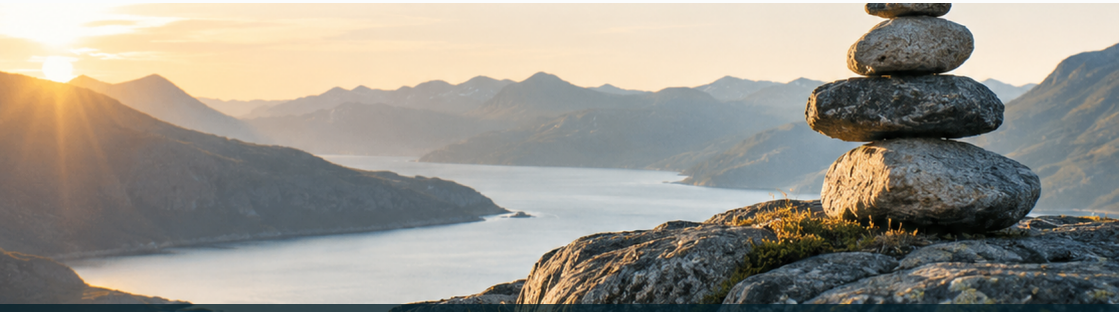
As a leader, you may have understood the strategy long before the rest of the team hears about it. Sharing information is not the same as creating shared understanding.

TWO LEVELS OF PURPOSE

Right now: What do we need to decide, solve or learn today?
Long term: What difference will that make for customers, colleagues or the organisation?

TEST YOUR CLARITY

Can people explain the purpose in their own words? Ask two colleagues and listen carefully to where their interpretations differ.



FROM STRATEGY TO DAILY WORK

Three landmarks create direction

Make direction tangible without micromanaging.

Use this simple model when you launch a project, lead a team meeting or introduce change. The aim is freedom within clearly understood boundaries.

1 · MEANING

What is our shared **why**? Who will benefit when we succeed?

2 · OUTCOME

What should be different in 30 or 90 days? Describe visible impact, not just activity.

3 · AUTHORITY

Which decisions can the team make independently? When should they seek support or escalate?



FROM CONTROL TO OWNERSHIP

Four moves you can use tomorrow

Clear direction does not require detailed instructions.

When people understand the destination and the boundaries, you can shift from checking tasks to enabling ownership.

01 · SHOW THE LANDMARK

Open with: **“The most important outcome of today’s meeting is …”**

02 · INVITE OPTIONS

Ask: **“Which two routes could work – and which would you recommend?”**

03 · CLARIFY OWNERSHIP

Agree one accountable owner, decision boundaries and a review date.

04 · REVIEW LEARNING

Ask about progress, obstacles and adjustments – not every single move.



THE LEADER'S DILEMMA

Are you leading the way – or walking alone?

Your drive can help or hinder your team.

A decisive leader can generate momentum. But when every decision comes back to you, team members become passengers. You stay busy while initiative slowly fades.

TRY A DIFFERENT QUESTION

When someone brings a problem, resist solving it immediately. Ask: **"What have you considered, and which option would you choose?"**

FIND THE BALANCE

Delegating ownership is not abandoning people. Agree on the goal, guardrails, available support and follow-up point.



GoNorth
BETTER LEADERS by NATURE

10 MINUTES IN YOUR NEXT TEAM MEETING

Find your shared north

An exercise you can use straight away.

Give everyone one minute to write a response to each question. Compare the answers and agree one shared sentence describing your direction.

1 · WHY

What difference are we here to make – and for whom?

2 · WHAT

What will be different in three months if we succeed?

3 · WHO

What is the first specific step, and who owns it?

FINISH STRONG

Agree when you will pause and review the course. Write your shared statement down and bring it back to the next meeting.



AN HONEST LOOK AT YOURSELF

Your personal leadership compass

It is difficult to create shared direction without knowing your own compass.

Take five minutes to consider the questions below. Then choose one action you will experiment with over the next seven days.

VALUES

Which principles will I hold onto when the pressure increases?

TRUST

When do I control rather than give responsibility?

COURAGE

Which important conversation am I postponing even though it could create clarity?

ENERGY

Which of my behaviours energise the team – and which drain it?



FROM INSIGHT TO ACTION

Direction becomes leadership when people move

Your next step begins with a better conversation.

At GoNorth, we bring together leadership development, coaching, team insight and the perspective nature offers. The aim is not reflection alone, but clearer choices, stronger ownership and better results.

HOW WE CAN WORK TOGETHER

Leadership coaching: Values, energy, courage and real leadership dilemmas.
Team development and TT38: Strengths, behaviour, collaboration and ownership.
Outdoor workshops: Fresh perspective, richer dialogue and concrete action.

TAKE THE FIRST STEP

Bring one question from this booklet to your next leadership meeting. Want to strengthen direction and ownership in your team? Connect with **GoNorth** for a conversation.

