

The Jump Network

Year-End News, December 2009

Welcome to the 2009 year-end edition on The Jump Network Newsletter!

This is an update on what we've been up to this year with some ideas, insights and suggestions for you about Leadership Development, Organisational Strategy and Executive Coaching for your business in 2010.

It's been a roller coaster year, but I am cautiously optimistic about a return to normality in the global economy as we go into 2010. Many of our clients are beginning to come back online, re-investing in leadership development after re-aligning their organisations to cope with recessionary conditions and tight credit markets. Hotspots remain, from Dubai to Dublin, but I see the entrepreneurial spirit kicking in again and bright spots appearing with the likes of Santander, Barclays Capital, NewsCorp, Twitter and Apple all leading ambitious new initiatives to shake up markets, break old paradigms, innovate, and continue to increase their global footprints.

What about leadership? Whether your business is surviving or succeeding, the big leadership topic out there is around agility and innovation in these downsized and re-organised times. The emphasis is on collaboration, working with ambiguity, flexing your leadership style, and creating corporate cultures that are interdependent and create smarter ways of working. Doing more with less, working across flatter organisations, and getting people engaged through authentic and honest leadership will be the winning formula in 2010.

That's a tall order, but more than ever I believe that clarity of purpose, personal resilience, authenticity and great relationship skills will be what separates the inspirers from the survivors.

That goes for consultants too: we need to stay on our toes, be creative and provide clients with great solutions more than ever. To that end, here are some new things we are doing at Jump. Why not consider some of these for your own leadership strategies?

Be Challenging – I like to ask leaders: What are you really committed to? To truly lead and inspire people for success, you need to be visible and invest personally in supporting your teams to deliver. Sometimes this means giving things up – your time, your position, your prestige, and your ego. For a great read on what happens at key transition points as leaders evolve in this way, have a look at *The Leadership Pipeline: How to Build the Leadership Powered Company* - by Charan, Drotter & Noel. For an insightful view on what key leadership skills are going to be needed in the emerging world of interdependency, to go www.ccl.org/leadership/publications and have a read of *Interdependent Leadership in Organizations* by Cynthia McCauley. And for some inspired ideas about being an authentic leader, try the free CCL podcast "Creating an Authentic Leadership Image" at www.ccl.org/leadership/podcast/listing.

Are you challenging yourself to lead your business and your teams with true authenticity?

Find Partners – Despite recent concerns over the unreliability of financial models, we still believe that 1+1=3. So we have joined forces with a few new partners, including The Center for Creative Leadership (www.ccl.org) which is the FT # 6-ranked Leadership Development and Executive Education consultancy in the world, alongside the likes of Harvard, Wharton, and IMD. Together, we are working on large scale Leadership programmes with clients like Santander, Barclays, Aviva, BAE, EADS and Oxford University. On the creative side of our network, Make Yourself (www.makeyourself.co.uk) are providing brilliant leadership experiences using innovative techniques from the theatre and story-telling from the world of Advertising. Expanding our network in these ways keeps us fresh, on our toes, and able to offer a broader set of experiences to our clients.

Could you benefit from some new partnerships in your business right now?

Give Something Back – On the social and educational side of things, our work with The Learning Partnership (www.thelearningpartnership.com) continues to create innovative leadership tools and new kinds of support for the non-profit and educational sectors. Through the UK Association of Head Teachers we are working to develop more flexible approaches in the classroom for kids by helping teachers increase their leadership capability and ability to create change.

Are you doing something inspiring with corporate social responsibility this year?

Stay Creative – Business is often a creative affair, and creativity is always a prerequisite for good business. Our involvement with Explorenation (www.explorenation.net) our global creative project, continues to grow with photography workshops to Borneo, India, Morocco, Turkey and beyond. If using creativity as a tool for self-development and cultural exploration appeals to you, go to our website for a taste of our 2009 adventures and a schedule of our 2010 workshops.

Have you tried something creative recently in your business?

Deliver Value – We know that clients don't spend money without a return, especially discretionary spending like Coaching or Leadership Development. We are continuing to look at better and more tangible ROI measures for our clients that measure real outcomes of our work like improved product impact, corporate reputation, and strategic execution. We are always interested in new ways to measure results, so do share your ideas with us.

Are there new ways you could be measuring value in your business today?

We have also refreshed our website at www.thejumpnetwork.com, with new information on methodology, client projects, and some suggested readings. As ever, matching talent to task within a clear business context is what the best performing companies do. Finding ways to bring this to life in a structured way that delivers predictable business results is what we do.

Let's all make 2010 a great platform to rebound from the downturn. Let's access our true leadership selves to engage our businesses and our clients. Let's access our positive energy to keep up the momentum. And let's access our creative selves to lead with new and inspiring ideas!

Best regards,

Andy Craggs

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