

The Six C's of Successful Leadership

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Oregon Bankers Association



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Bank leaders operate in a turbulent world

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- Short term:
 - Fintech turbulence
 - Inflation uncertainty
 - Policy gridlock
- Long term:
 - Shifting customer profiles
 - Long COVID impacts
 - Climate related policy changes



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What do leaders do?

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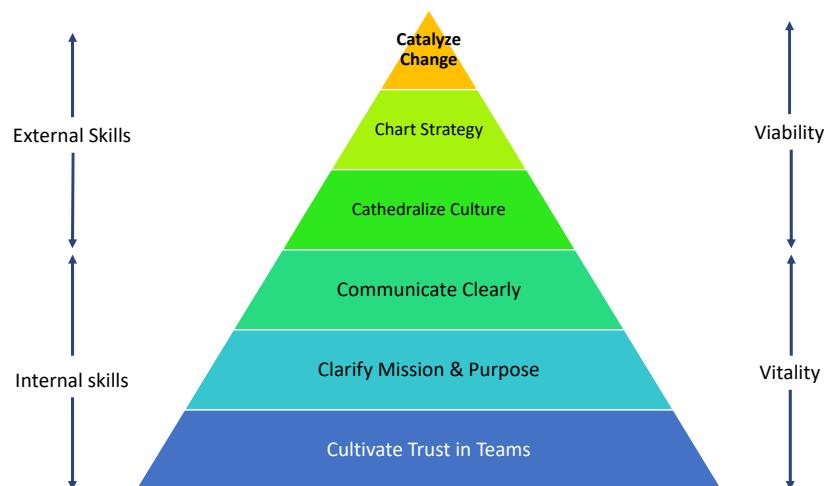
Leaders engage in intentional action, learning, and change directed toward long-term organizational vitality and viability in three areas: People, Purpose and Performance.

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How do I help my bank win? The six C's

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How leaders move their organization forward

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Leadership is intentional action, learning, and change directed toward long-term organizational vitality and viability in three areas: People, Purpose and Performance

| Element | Leaders create. . . | Through Individual. . . | And Organizational. . . |
|---------------|---------------------|-------------------------|-------------------------|
| People | Commitment | Trustworthiness | Cultural Health |

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How leaders move their organization forward

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Leadership is intentional action, learning, and change directed toward long-term organizational vitality and viability in three areas: People, Purpose and Performance

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|----------------|---------------------|-------------------------|-------------------------|
| People | Commitment | Trustworthiness | Cultural Health |
| Purpose | Confidence | Purpose and Mission | Strategy |

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How leaders move their organization forward

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| Element | Leaders create. . . | Through Individual. . . | And Organizational. . . |
|--------------------|---------------------|-------------------------|-------------------------|
| People | Commitment | Trustworthiness | Cultural Health |
| Purpose | Confidence | Purpose and Mission | Strategy |
| Performance | Competence | Communication | Change-ability |

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The Six Questions every Good Leader Must Answer

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| Element | Individual |
|---------------|---------------------------------|
| People | 1. How much do people trust me? |

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The Six Questions ever Good Leader Must Answer

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| Element | Individual | Organizational |
|---------------|---------------------------------|-------------------------------|
| People | 1. How much do people trust me? | 4. How robust is our culture? |

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The Six Questions ever Good Leader Must Answer

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| Element | Individual | Organizational |
|----------------|---------------------------------|-------------------------------|
| People | 1. How much do people trust me? | 4. How robust is our culture? |
| Purpose | 2. Why do I do what I do? | |

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The Six Questions ever Good Leader Must Answer

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| Element | Individual | Organizational |
|----------------|---------------------------------|---------------------------------|
| People | 1. How much do people trust me? | 4. How robust is our culture? |
| Purpose | 2. Why do I do what I do? | 5. Why do we win in our market? |

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The Six Questions ever Good Leader Must Answer

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| Element | Individual | Organizational |
|--------------------|---------------------------------|---------------------------------|
| People | 1. How much do people trust me? | 4. How robust is our culture? |
| Purpose | 2. Why do I do what I do? | 5. Why do we win in our market? |
| Performance | 3. What's my level of presence? | |

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The Six Questions every Good Leader Must Answer

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| Element | Individual | Organizational |
|--------------------|---------------------------------|------------------------------------|
| People | 1. How much do people trust me? | 4. How robust is our culture? |
| Purpose | 2. Why do I do what I do? | 5. Why do we win in our market? |
| Performance | 3. What's my level of presence? | 6. What's our appetite for change? |

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Bank executives operate in a turbulent world

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The six C's help leaders leverage the value of every member of the executive team and allow your bank to thrive in the turbulent markets ahead.

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