



Taking Strategic Action

It's all about context, context, context

Context 1 – Time, Place, Business Environment

The most important thing I've learned since becoming CEO is context. It's how your company fits in with the world and how you respond to it.

- Jeffrey Immelt

Context 2 – Your Organization

Leadership happens in the context of your organizational culture, and the larger marketplace. Effective leadership assessment and coaching is embedded in this framework.

Context 3 – Your Desired Workplace Climate

Tichy and Cohen's groundbreaking book on corporate employee development programs, **The Leadership Engine: How Winning Companies Build Leaders on Every Level**, charts the equation for a flourishing workplace climate. To create the exemplary workplace: set high standards, expect people to learn and support them to succeed. This is the coaching mindset in a nutshell.

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