

Say it

Identify what is important

Identify the behaviors, mindsets, or values you want your team to embrace and demonstrate.

Communicate what and why

Communicate them to your team clearly, explain why they are important, and make sure your team understands.

Do it

Follow through

Follow through on the new behaviors, mindsets, or values that you want from your team.

Visibly model it

Visibly model them in front of your team and make sure they know when you're doing it, so they can follow your lead and practice themselves.

