



The Frank Leader Manifesto

A pledge for better leadership.
One that's balanced, responsible
and courageous.

Revolution

Lead with care and kindness for others

I understand that without care and kindness, there's no relationship, and without relationship, performance will not thrive

Prioritise team effectiveness

I understand that we are more powerful when we are united in community and collaboration. Together we do good things

Guided by many wisdoms

I understand the importance of connecting to the wisdom that's not just in my head, but also in my heart and soul. I call on all these to navigate a better way forward

Encourage freedom

I will inspire people and teams to be empowered and free

Widen the horizon

I approach planning and decision-making by looking far and wide, not just straight ahead

Rebellion

Celebrate difference

I believe in individuality, freedom and creative expression

Disrupt for good

I go against the norm to do better

Practice optimism

I see threats as opportunities to innovate and challenge

Embrace failure

I'm prepared to try and not afraid to fail in order to learn

Challenge wisely

I respectfully ask questions, to seek better ways of working

Regeneration

Focus on energy not time

I understand creativity and productivity directly link to wellbeing and resilience

Speak my truth

I know how to draw boundaries and stick to them while always being kind

Act with integrity

I help to build healthy, sustainable, agile organisations, where people and planet matter

Prioritise wellbeing

As a direct route to enabling people to thrive

Learn from life

I take my life lessons and difficulties, and turn them into personal growth

Ready to join the movement to better leadership? Print off, add your signature and use it to keep on track.

Signed Date