

# Quadrant 2

## What is Strategic Leadership?

Strategic leadership is the application of four core principles to daily action. The critical idea is that strategic leaders act intentionally each day by:

1. Purpose: focusing on what is important instead of what is urgent. Important tasks move the organization closer to achieving the organization's purpose.
2. Problems: identifying and investing in solving root problems instead of spending time treating symptoms.
3. Progress: implementing constant incremental change through strategic action cycles. Making things incrementally better each day is better than investing in big changes that take months to produce results.
4. People: actively coaching and promoting the growth of people in the organization is the fastest way to real and lasting improvement. Following first three pillars make it possible to invest more time in this one.

Better people = better organization = fulfillment of purpose

