

# The WHAT

# The WHY

## Management

- **Planning**
- Budgeting
- Implementing
  
- **Organisation**
- Structure
- Roles
  
- **Control**
- Solving Problems
- Adjustment



## Leadership

- **Vision**
- Direction
- Purpose
  
- **Alignment**
- Understanding
- Clarity & Context
  
- **Motivation**
- Inspiration
- Values & Responsibility

*Two sides of the same coin..*



Leaders require **Balance** and **Perspective** across both

*John Kotter: What Leaders Really Do*