

RENEGADE

LEADER MANIFESTO

THE ALPHABET EVERY LEADER NEEDS

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LEADER MANIFESTO

From the author

I have had the privilege of working with some amazing people leaders across a range of industries, cultures and countries. Most leaders I meet desire to be better than they are. They want to see their people performing. They want to coach and develop their people to greater heights, and in turn, see them lead and influence others.

Unfortunately, there is so much in the workplace that distracts your attention, defers your best intentions and destroys your confidence.

The Renegade Leadership Manifesto is a public declaration of a Leader's passionate motives, steeled determination and a bold call to action. It causes Leaders to consider a series of immovable principles. Affirming these principles challenges a Leader's modus operandi, disrupts thinking, and agitates for change.

Use the Manifesto to lay your cards on the table, and announce your steadfast resolve to be the enduring Leader you want to be. The Renegade Leader you need to be.

Go forth and conquer.....

Shane Bywater



THE ALPHABET EVERY LEADER NEEDS

ALIGNMENT

You create a vision for the team to follow.

You are an artist.

You paint the big picture with direction and meaning.

But you are also a conductor.

You align the resources and activities to achieve your vision.

This alignment gives your people purpose and function.

They know why they come to work.

They know why they do what they do.

You align the jigsaw pieces so everyone can see the big picture.

BEHAVIOUR

You set a good example by demonstrating the correct behaviours and mindset.

You don't cut people off when they're talking.
You listen. You ask more than you tell.

You model the very things you expect your people to do.

Your behaviour is the very essence of what you think and believe.

Your behaviour is admired and respected.
Your people emulate you.

If you jump off the rooftop with your cape on, your people will quickly follow.



COACHING CONVERSATIONS

You believe in regular coaching conversations to step-change your people. You use formal and informal coaching conversations. One conversation at a time. Little bit by little bit. You conduct regular coaching conversations to step-change your people. You are intentional about this process. You stretch their thinking and nudge them into areas to grow them. You listen. You observe. You check back your understanding. You prepare well. You ask questions to deepen your understanding. You conduct regular coaching conversations to step-change your people.

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DEVELOPMENT PLANS

You are deadly serious about developing your people. This means you build a robust plan with each and every team member.

You are not ad hoc in your approach. There is method and rigour in the madness. Your people buy-in to their development plans.

You gain momentum and measure progress by consistently working with your people.

You do not let other 'noise' distract you from this most important of leadership activities.

EMPOWERMENT

You are a Leader who directs and empowers.

Your people do not come to you with problems,
unless they have ideas around how to fix them.

They know how you think and act, and feel empowered
to make decisions.

They do not bother you with the 'kids-in-the-sand-pit'
decisions, nor the trivial or petty.

You can be a world away and know your team will conduct
their activities with confidence and optimism.

This is the Renegade's sweet spot.

FRUITFUL

Your team bears the fruit
of your influence. They do not bear
the fruit of negativity and fixed mindsets.
They do not look to sabotage and devour new
ideas and opportunities. In your team, it's the
opposite. You lead a team that bears the fruit of
optimism and positivity, overcoming challenges and
brimming with confidence and adaptability.
Your team delivers success and adds value to
others - season after season.

GROWTH MINDSET

You are a Leader that oozes a proactive and positive mindset.

You always look for the upside in a relationship or event.

You see effort as a means to greater outcomes, and know that a little bit of sweat and tears will pay you back big time. To this end, you seek out constructive feedback from others.

You leverage positive insights and criticism to become a better Leader.

You embrace challenges and persist when barriers are placed in front of you.

You do not let negative attitudes overgrow your team. You seek out the aggressive weeds of negativity and mediocrity - and remove them promptly.

HUMOUR



You take what you do very seriously, but you don't take yourself too seriously.

You know that no one is perfect - not even you. You have a team of varied experiences and capabilities. Like you, they are human.

And sometimes, they will make mistakes. And like you, you would prefer to laugh it off, learn from it and seek ways to make it different next time.

You are a Renegade Leader that wants joy and laughter to be the norm, not the exception.

INVOLVED

You are a Renegade Leader who does not stand by the sidelines whilst the team makes a play.

You do not sit up in the dry grandstand eating a hot dog when it's cold and raining.

You mix it up. You are collaborative, and you incessantly seek other peoples ideas and insights.

You learn best when you are mixing it up, guiding traffic, and running with the team.

You are active. You are muddy. You are involved.
And you love it.

JUNKYARD DOG

When it
comes to protecting
your team, you are a Junkyard Dog!

There is a house to protect, and that house is the
integrity, values and community of your team.

When your team is blamed for things gone amiss,
you defend your team.

You do not accommodate wrong doing, but your
team knows and trusts that you will protect them
from undue blame and gossip.

You deal with issues within the team, not outside
the team.

No one protects them more than you do.
You have their back. You huff and you puff and you
keep your house strong!

Y KNOW YOURSELF

You are highly self-aware of your strengths and weaknesses. You understand how your emotions and mental capabilities impact your behaviour and performance.

You are brutally self-aware, and you are willing to learn, and vulnerable enough to ask for help. Renegade Leaders regularly 'SWOT' themselves, and you learn more each time you do it.

Your highly attuned senses makes you savvy enough to know the skills, emotions and capabilities of those you lead and work with.

You can quickly adapt to other people's emotions and behaviour, and ethically navigate the outcomes required.

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LEARNING

You have a thirst for learning. It's not what you know - it's what you have left to know. You don't know everything, and you're OK with that.

You know that knowledge is moving, expanding and empowering. You know that knowledge is a powerful tool to keep your team moving, expanding and empowering.

Your thirst for learning makes you a sponge for new ideas and new ways of doing things. You adjust. You adapt.

To stop learning, is to stop growing. A Renegade's journey is marked by constant growth.

MAKE A DIFFERENCE

You are MaD about making a difference to your team. Renegade MaD.

You know that the ultimate legacy is not that your people thought you were a great leader. The ultimate legacy is that they become great influencers and leaders.

They become great Renegade Leaders because you invest in their character, values and attitudes - that outgrows and outlives you.
They are your success.

When you get MaD, your people get MaD too.



NRG

You
bring NRG
to your team.

You are enthusiastic
and infectious. You have
unbridled passion and conviction.

It's not blindly optimistic to
everything that happens,
but it's close. However,
you are not the sole NRG source.

Your engine will run dry.

You know that your team
must create its own NRG.

Your spark creates an environment that has the team
fuelled with their own passion and conviction. This
is where you always want to be. You have real, self-
sustaining NRG - that drives the team and drives you too.

OUTCOMES ORIENTATED

You begin with the outcome in mind - every single time.

You work back from the outcome. Everything you do aligns and drives your thinking, planning, creating and behaviour to the outcome.

There can be different personalities, different needs, different methods and different thinking - but Renegade Leaders always focus on the outcome.

PERSUASION AND INFLUENCE

You are a Leader of influence. This is the purest form of Leadership.

You leverage your credibility and competence through relationships to see change happen.

You don't do this to manipulate situations.

You do not 'lead' from a position of power. That's the stuff of Menial Managers.

In essence, you share your thoughts and ideas with others; and seek to ethically persuade them to a course of action with mutual benefits. That's the sustainable stuff of a Renegade Leader in practice.

QUALITY OVER QUANTITY

You are responsible for measurable outcomes and achievements. However, you know that the quality of those outputs are determined by the quality of the inputs. Quality always precedes quantity. This is where you focus.

It takes courage, patience and conviction to 'stay by the stuff' when others scream for quantity. Yet you stay by your convictions, and focus on the quality of the inputs. You focus on people development, process improvement and sustainable business practices.

You never compromise. You never take a short-cut for a short-term outcome. You think long term. And you act accordingly.

REFLECT, REVIEW, REFINE.

You are a Leader who focuses on continuous improvement.

You do not simply charge ahead into battle. You learn from the past,
you review your capabilities and you refine your plans.

You leave your ego and your perceptions at the door of reflection.
This is continuous improvement.

In simple terms:

Reflect + Review + Refine = Renegade

SERVANTHOOD ATTITUDE

You have a servanthood attitude. You are personable. You are transparent and honest. You share your concerns and vulnerabilities. You humanise your positional power, and connect with the hearts and minds of your people. You empathise.

You put their concerns above yours. Their achievements makes you proud. You are not jealous or resentful. You sacrifice your own recognition to see them shine.

You seek to serve. Renegade Leaders never lead from above. You have a different approach. Sometimes you lead from the front, and when required, you lead from the side and from behind.



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TENACIOUS

You don't give up when things get difficult.
When the teams' performance is sick, you refuse to let the patient die.

You stick to the individual development plans to
stretch and grow your people, and you don't give up on them.

You get serious. And you don't let team members, or
other stakeholders, sabotage those plans.

You are determined.
You are resolute.
You are tenacious.

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UNITY V UNIFORMITY

You strive for unity, not uniformity. You know that it is easier to have everybody compliant and uniformed in their thinking and behaviour.

But you know this is boring, menial and just plain dumb. Menial Managers love to have it so. It's hard work to build unity with different people, but you know it's worth it.

You recruit people different to you. They have different skills, knowledge, attitude and cultural backgrounds. It is unity through diversity that gives your team strength, stability and success.



VISION

A Renegade Leader knows where they need to go - and so does their team.
In your team, there is no confusion, no ambiguity and no distracting forces.
The vision is clear, it is obvious and can be explained by each and every team member.
This vision inspires your people and empowers them to charge ahead with you.
For the Renegade, hope is NOT a strategy.



WORKING TOGETHER

You don't use buzz words like collaboration, cross-fertilisation or synergy. That's Menial Manager guff.

You live collaboration every day - it's called working together with your people.

You focus on bringing together the relationships and ideas to gain the collective outcomes. Everyone has a voice in your team.

You listen to their opinions, you encourage different perspectives and delegate ownership.

Their ideas are often better than yours - and that's a good thing.





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X FACTOR

Every team needs the X-Factor to perform. The Renegade Leader is always looking for those unique talents, qualities and attitudes to give their team the edge.



You know everyone has hidden X-Factor attributes that impacts the team's outcomes. You look for it, you nurture it, you stretch it and you watch it perform.

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YOU

You strive to be the best Renegade Leader you can be.

You know that you are directly responsible for the performance and outcomes of the team.

You know that the buck stops with you. When your team messes up, you take ownership, and look for ways to make it better next time.

You like it that way.

You don't play the 'blame game'.

You look into the glass mirror at yourself, not out the glass window at others.

You take ownership for a situation - even if it's not your fault.

You care about fixing it. You own that space.

That's what a Renegade Leader does.

That's how you prefer it.

You embrace it.

It's up to YOU.

No one else.



ZOOKEEPER

You are the Zookeeper. You are responsible for a crazy bunch of people with a range of personalities, experiences and expectations.

It's your job to make it a safe, exciting and a growth-crazy place to be. You are famous for this.

People want to work for you, because you make them successful, you make them look good.

Your people will look back on their life and say, "that was the best Zoo I was ever in. I never wanted to leave"