

The Pfannenberg Seven Leadership Principles

The aim of the Pfannenberg leadership development process is to facilitate the arising of a versatile future-minded leadership network that is engaged in developing both leadership and management skill-sets that empower it to deliver the company's strategic objectives and to creatively be a step ahead in identifying market-turns and new opportunities.

The seven Pfannenberg leadership principles are there to be embodied, lived by and enacted and by which an executive's performance may be evaluated. It is the leader's task to coach and workshop these principles with their respective understudies and teams; to the point where the way of it trickles down and felt by the entire workforce.

Attached to each of the seven principles is a summarised framework of skill-sets development pointers and personal growth propositions that need to be integrated into the ongoings of one's executive development and in-house workshoping, coaching and mentoring processes.

Leadership development is an evolving proposition, shaped by the flow of the radical change that the world is going through. These seven principles provide a platforming framework that is by design open to updates that reflect the progress of the leadership team and evolution of the company.

The Seven Principles

1. Mission, Vision and Service

The ongoing prime tasks of a leader are to perceive, take a position, communicate clearly and facilitate well-informed decision-making in both the micro and macro dimensions; in the context of serving clearly articulated mission and vision. The goal of our leadership is to be a servant of our mission and vision.

2. Personal Growth

To take responsibility for one's personal growth and development of needed capabilities. From within this pursuit, to maintain an open-minded attitude, to give and receive constructive feedback, knowing that feedback is a vital element in the process of developing self-awareness.

3. Technological Leadership

To create space for creativity and innovation by the resourceful integration of improving the internal capacity and collect market ideas from the market; constantly seeking to keep in step with the fast-evolving nature of the marketplace, science and the technology universe.

4. Creating & Delivering Value

To constantly update the meaning of creating and delivering value to our present and future customers by actively engaging them in creative ways where they experience that they are buying into not just a great product but also a progressive human ecology that excites and compounds value through the quality of human interaction.

5. Coaching Leadership

To develop the media of in-context conversations, coaching, inter-peer coaching and mentoring as prime tools of engaging, leading and managing while maintaining respect, openness and accessibility.

6. The Well-Being of the People

To constantly seek for ways to contribute to the state of well-being of the workforce.

7. Best Outcomes

To constantly seek to deliver best outcomes and find out what this means, in the contexts of human interaction, innovation and strategic implementation.