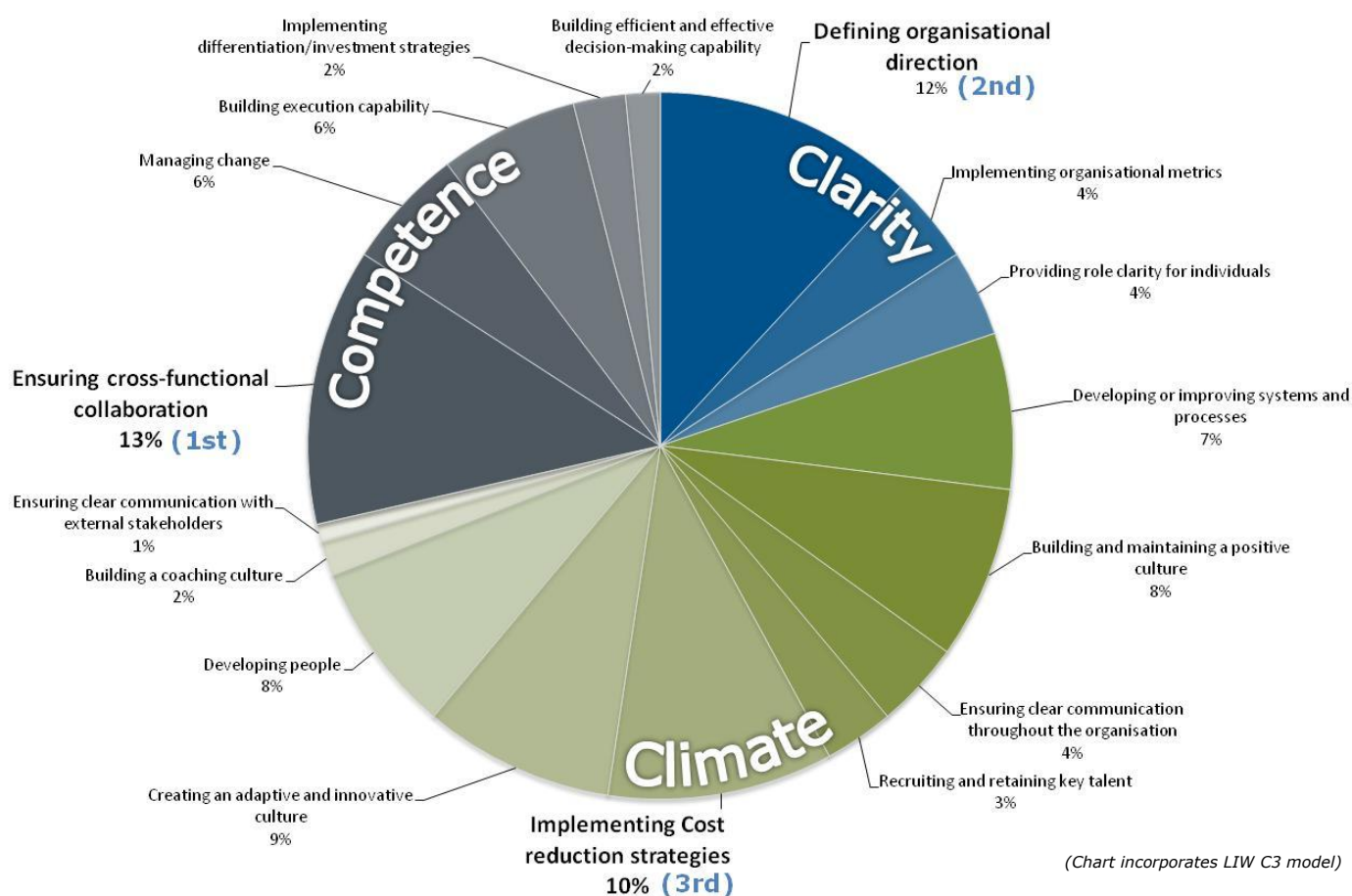


The results from LIW's February 2010 **Leadership Challenge Survey** shows three clear areas that are on the minds of leaders at the present time.

Ensuring Cross-Functional Collaboration was the number one challenge, **Defining Organisational Direction** a close second and **Implementing Cost Reduction Strategies**, perhaps surprisingly not higher placed on the list, coming in at third place.



The next three top challenges identified were; in 4th place **'Creating an Adaptive and Innovative Culture'** with **'Building and Maintaining a Positive Culture'** and **'Developing People'** receiving equal weighting at joint 5th.

Finally we asked respondents if they believed that their leadership role was going to be **more challenging** in the 6 months ahead, **55% said 'Yes'** with **40% anticipating it will 'stay the same'** and a lucky **5%** believing that in their role as a leader, the **'challenge was going to decrease'**.

One of several of the leadership themes to emerge from the survey is to achieve more from people in differing areas of the organisation, ensuring that this is focused towards the right organisational direction and doing it more smartly than before - using the very best of what individuals have to offer.

In testing times, as well as those that went before, it appears that a leaders role remains constant. How the role is undertaken may require a different approach to achieve the right balance of the conditions for success.

LIW strengthens leaders to transform their impact personally, in organisations and in society