

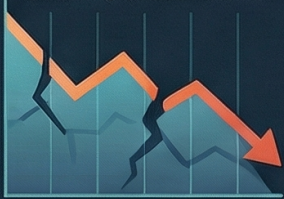
# The Leader's Playbook for Cultivating Hope

## THE HOPE CRISIS IN LEADERSHIP

### Leaders Face a "Permanent White Water" Environment

Constant crises, information overload, and social fragmentation are eroding leader and employee hope.

Bottom-Quartile Firms See



**21%**  
LOWER  
PRODUCTIVITY

Bottom-Quartile  
Firms See

**17%**  
LOWER  
PROFITABILITY

And higher  
employee turnover

### Low Hope Creates a Culture of "Learned Helplessness"

Teams begin to believe their efforts won't influence outcomes, causing innovation to stall.



## A FRAMEWORK FOR REBUILDING HOPE

### PRACTICE TRANSPARENT COMMUNICATION



**PRACTICE  
TRANSPARENT  
COMMUNICATION**  
Honestly acknowledge difficulties and what is unknown to build trust, rather than performing false certainty.

### DISTRIBUTE THE WORK OF "SENSEMAKING"



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"SENSEMAKING"**  
Involve diverse teams in interpreting challenges to generate richer insights and reduce leader isolation.

### ENGINEER "SMALL WINS" TO BUILD MOMENTUM



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Design concrete, achievable accomplishments to restore a collective belief in the team's ability to succeed.

### ANCHOR ACTIONS IN A TRANSCENDENT PURPOSE



**ANCHOR ACTIONS  
IN A TRANSCENDENT  
PURPOSE**  
Regularly connect daily work to the organization's core mission to sustain motivation through difficulties.