

Guiding Principles Example & Template

Creating a set of guiding principles will help you make conscious choices about how you want to lead and manage. Guiding principles are your own beliefs about the actions you need to take to manage and lead effectively. Management guiding principles focus on analysis, planning, structure, and resources, while leadership guiding principles focus on engagement, talent, culture, and change.

Guiding Principles Example

Below, you will find examples of what guiding principles may look like for both management and leadership. You can use these examples to help create your own guiding principles.

Management Guiding Principles

- 1. I need to carefully manage operational risk and balance our growth, cash flow, and revenue by using a business dashboard for each month to monitor business progress.*
- 2. I need to stay ahead of our hiring needs by understanding our current retention rate and focus on regular hiring so that we have shorter vacancy periods.*
- 3. I need to allocate a certain percentage of our revenue towards marketing and growth-oriented activities and do research that helps me evaluate the best places to invest in business growth.*

Leadership Guiding Principles

- 1. Success is created by fully engaged people operating in a highly effective culture and I need to be constantly focused on those critical things.*
- 2. My behaviors as a leader, no matter what my stress level, how busy I am, or what kind of changes are happening, will ultimately determine how engaged other people are and how effectively our practice operates. Those behaviors will be much more important to our culture than any rule, policy, or procedure.*
- 3. I, or another leader in our practice, needs to meet regularly with each employee to coach them and help them develop, grow, and achieve their goals as part of our team.*
- 4. Change happens more effectively when people are involved in deciding on the changes and helping to implement them. No one likes change done to them, but most people will accept change done with them.*

Managing Your Practice, Leading Your Team

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Guiding Principles Template

Use this template to reflect upon and record your management and leadership guiding principles.

First, create a list of one or more management guiding principles focusing on analysis, planning, structure, and resources. Then create a list of one or more leadership guiding principles focus on engagement, talent, culture, and change.

Refer to the Guiding Principles Example on page 1 as a guide.

Management Guiding Principles
1.
2.
3.

Leadership Guiding Principles
1.
2.
3.