



Write your “Credo Memo”

The word “credo” comes from the Latin for “I believe.” It is the same root word as “credit” and “credibility.” Articulating your credo is another way to make clear to people around you what you believe to be true about leading others. It provides an important foundation for your actions as a leader.

This exercise asks you to write your credo in the form of a memo to your staff and constituents. Imagine that you are about to head off on a six month sabbatical, and during this time you will have limited access to email and other forms of communication.

What guidance do you want to leave people while you’re gone? What principles and ideals would you have underlie people’s actions and decisions?

Use these questions to help develop your credo memo:

- How do you want others to define their leadership role in your absence?
- What are your expectations of, and for, your constituents while you’re gone?
- What “operating principles” do you want people to remember?

My leadership credo

Hi! As you know, I’ll be out of touch for the next six months or so. I have written the following memo on how I would like you to run our department while I’m away. My hope is that these guiding principles will help determine your actions and decisions day by day. Have fun!