



THE COACHING  
INSTITUTE

# DISRUPTIVE LEADERSHIP

THE ULTIMATE IN LEADERSHIP INNOVATION

ESIP - THE FOUR DIMENSIONS OF BUSINESS

COPYRIGHT 2014 – THE COACHING INSTITUTE PTY LTD. ALL RIGHTS RESERVED.

No part of this manual may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by information storage and retrieval system without permission in writing from the publisher.

Published by The Coaching Institute.

For further information contact:

The Coaching Institute

Suite 40, Albert Square, 37-39 Albert Road, Melbourne VIC 3004

**Phone:** + 61 3 9645 9945 | **Fax:** + 61 3 9645 7002 | **Email:** [wow@thecoachinginstitute.com.au](mailto:wow@thecoachinginstitute.com.au)

#### LEGAL NOTICES DISCLAIMER

While all attempts have been made to verify information provided in this publication, neither the author nor the publisher nor the marketing agents assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This publication is not intended for use as a legal source or accounting advice. The publisher wants to stress that the information contained herein may be subject to varying state and/or federal laws or regulations. All users of this information are advised to retain competent counsel to determine what state and /or federal laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, including federal and state and local governing professional licensing, business practices, advertising and all other aspects of doing business in Australia or any other jurisdiction is the sole responsibility of the purchaser or reader.

The publisher and author and marketing agents assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slight of specific people or organisations is unintentional.

#### FINANCIAL DISCLAIMER

Any earnings or income statements, or earning or income examples are only estimates of what we think you could earn. There is no assurance you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.

Where specific income figures are used, and attributed to an individual or business, those persons or businesses have earned that amount. There is no assurance you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well. Any and all claims or representations, as to income earning mentioned, are not to be considered average earnings.

There can be no assurance that any prior successes, or past results as to income earnings, can be used as an indication of your future success or results. Monetary and income results are based on many factors. We have no way of knowing how well you will do, as we do not know you, your background, your work ethic, or your business skills or practices. Therefore we do not guarantee or imply that you will get rich, that you will do as well, or that you make any money at all. There is no assurance you'll do as well. If you rely on our figures, you must accept the risk of not doing as well.

All business and earnings derived have unknown risks involved and are not suitable for everyone. Making decisions based on any information presented should be done only with the knowledge that you could experience significant losses, or make no money at all.

All products and services by our company are for educational and informational purposes only. Use caution and seek the advice of qualified professionals. Check with your accountant, lawyer, professional advisor, before acting on this or any information.

Users of our products, services and websites are advised to do their own due diligence when it comes to making business decisions, and all information, products and service that have been provided should be independently verified by your own qualified professionals.

All information, products and services should be carefully considered and evaluated, before reaching a business decision, on whether to rely on them. You agree that our company is not responsible for the success or failure of your business decisions relating to any information presented by our company, or our company products or services and their representations.

# The Four Dimensions of Leadership

## 1. ENVIRONMENT

## 2. STRUCTURE

## 3. IMPLEMENTATION

## 4. PEOPLE

### **Environment**

- What is the culture of the organisation, and the culture of the team?
- What is their purpose? Their goals? Their values?
- What is the emotional aptitude of the team?

### **Structure**

- What measures are in place to measure performance and progress?
- What KPI's are used and how?
- What policies and procedures are expected?

### **Implementation**

- What systems are actually used? How?
- How are these systems taught and how is the success of the education assessed?
- How are the systems usage measured and communicated?

### **People**

- What training has the person received in the structure and the systems?
- What ongoing feedback is given and what criteria for success is being used?

## *ESIP as a framework*

---

ESIP stands for the four dimensions of experience we will find in any situation or context.

### **IT INCLUDES –**

#### ***Environment –***

The qualitative aspects of the situation, including the vision, the values, the beliefs, the attitudes, the standards, the expectations and the purpose of the context we're within

#### ***Structure –***

The quantitative aspects of the situation, including the benchmarks for success, the divisions of a company or within a team, the product centres, the operations manuals, the checklists, the policies, the procedures, and the lead measures and the lag measures

#### ***Implementation –***

What actually occurs, when it occurs, how often it occurs, who does it, when, and how do they demonstrate they've done it, what evidence is there it's done, and who tracks it, how often, and how

#### ***People –***

Who is developed, what are they developed in (what areas), what skills do they have, how are those skills assessed and developed, what scope is there to go beyond their current abilities or skills, or often are they mentored, what's expected of them within the mentoring, whether it's formal or informal

Each of these dimensions has other forces at play, but these are the main areas we would consider when assessing and improving a team, an organisation or any context we find ourselves within.

It's beholden upon each of us to bring the very best aspects of each of these areas to where we find ourselves as leaders.

It's for us to set the benchmarks, maintain the benchmarks, demonstrate the benchmarks and improve the benchmarks.

Then it's for us to show others how to do the same, and thus creating leaders.

Question the standards, their usefulness, their purpose and how well they allow the purpose to be achieved.

A leader wouldn't simply accept the benchmarks they're told. Find out why they're there, how they work, how they're measured. Seek to understand if they're the right measures or whether they can be changed, improved or completely replaced.

Never settle for the benchmarks you inherit. Question them, not to assume they're wrong, but to see how you can add value and improve upon what you find.

Show others how you do this. Constantly hand your learning onto someone else.

There are always areas to improve. There is always something to learn about how something is done, could be done, should be done and will be done.

Learning ESIP is not a script. It's not 'I now get what it is', it's 'I now see it wherever I go'.

ESIP (a terrible name) is about becoming faster and more effective at assessing a situation and seeing what can be done to improve it or enjoy it.

It's a framework by which we can make decisions, solve problems, change markets, win markets, develop people, give feedback, recruit, performance manage, and develop products.

Its use is across all contexts and situations.

It can be used at the most micro level of detail, all the way to the most abstract concept or idea.

It can be used to drill down into tight solutions, or to move up into how a task links to a purpose.

When thinking about anything, if you can link it to its purpose, measure how to achieve that purpose, take the steps to achieve that purpose and show others how to do the same, you are leading.



[WWW.THECOACHINGINSTITUTE.COM.AU/DISRUPTIVE-LEADERSHIP](http://WWW.THECOACHINGINSTITUTE.COM.AU/DISRUPTIVE-LEADERSHIP)



THE COACHING INSTITUTE  
SUITE 40, 37-39 ALBERT RD, MELBOURNE, 3004, AUSTRALIA  
**CALL** (+61) 3 9645 9945  
**EMAIL** [INFO@THECOACHINGINSTITUTE.COM.AU](mailto:INFO@THECOACHINGINSTITUTE.COM.AU)