



# *Reimagining Leadership*

Capabilities for an Engaged Workplace

John Davis  
Regional Managing Director

**Duke**  
CORPORATE EDUCATION

# Creating Value

More than half of the surveyed enterprise value worldwide are intangible assets.

Brand Finance 2018

# Creating Value



Brand is the entire organization as experienced by your stakeholders



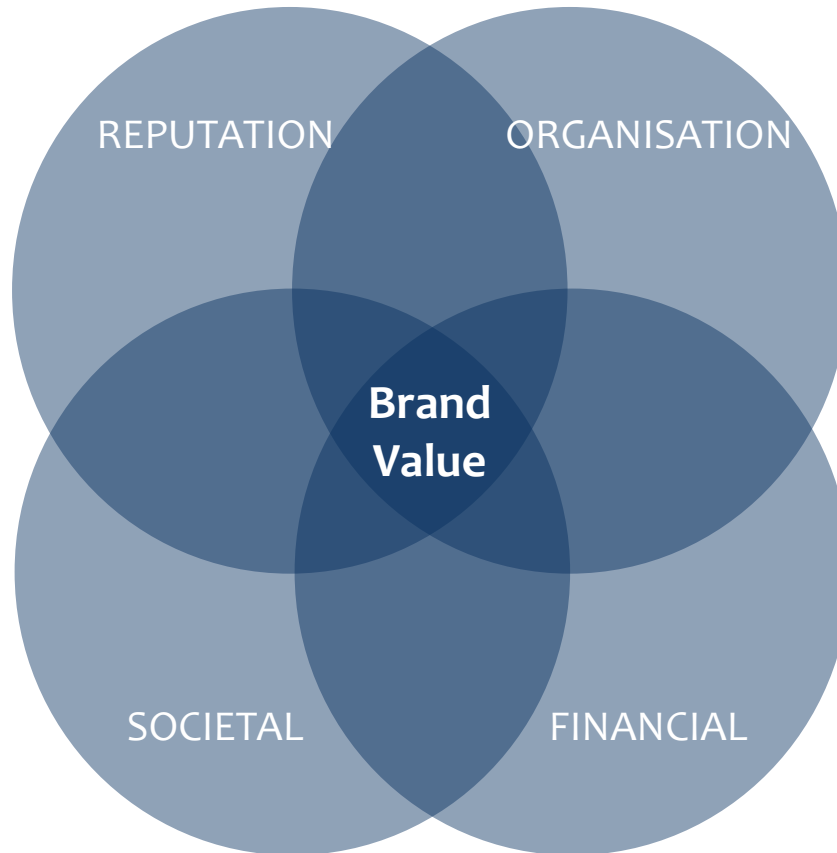
# Creating Value

*Leaders Own 5 Fundamental Questions*



# Creating Value

## Value Domains





# Creating Value

***SPEED***

***HUMAN CENTRICITY***

***IMAGINATION***

***FLEXIBILITY***

***TRUST***

