

Our Manifesto

Enabling MAD leadership together

February 2018

The Public Leadership Foundation (PLF) is an ideological, non-profit, entity supporting the global MAD Movement (Making A Difference). This manifesto outlines the Foundation's Purpose, Leadership philosophy, Ethics, Values, Core activities and roles.

Context and Vision

We live in exciting times of change and great opportunities, and together we can address the many challenges faced by society today. To truly change, our attention should be towards internal goods – towards purpose beyond profit¹ - towards what is good for the whole community, society and globe by focusing on areas such as education, health, equality, sustainability (economic, socio-cultural and environmental), preventing wars, saving lives and so on. This is not only a pragmatic and realistic view, it is also the only real option moving forward. Thinking that status quo is sustainable is naïve. Together we can and will Make A Difference through developing and contributing to the new kind of leadership required. Such MAD leadership is not performed by a small, elite group of usual suspects, but by all of us. By you.

Our vision is for the world to be a better, more equal, fair and sustainable place for all, and we can all contribute to this through actively engaging in MAD leadership.

Purpose statement

Our purpose is to enable MAD leadership together.

We see purpose as a stable and generalised intention to accomplish something that is at once meaningful to the self and of consequence to the world beyond the self². Purpose is about both the personal and collective search for meaning and a desire to Make A Difference to matters beyond that of the individual.

The main components of our purpose refer to the following:

¹ Collins and Porras, 2005

² Damon, Menon and Bronk, 2003:121



- Enabling: Assisting and challenging ourselves and others to grow and develop
MAD: Making A Difference, as in contributing to the greater, public good
Leadership: The actions, behaviors, activities and roles of all individuals in actively Making A Difference
Together: Shared and inclusive, as we shape and develop the MAD Movement in cooperation

The Foundation's logo with its dandelion symbolises the purpose of enabling MAD leadership together: once individuals and groups have made the EPIC leap it is up to them where they land and what they grow into. It is up to them what leadership challenge to focus on and what solution to go with, while being part of the MAD Movement taking a role in further enabling MAD leadership.

Leadership philosophy

We define leadership as action and behaviour towards fulfilling purpose together. It is a shared responsibility for a journey towards continued societal development. Leadership creates leaders, not the other way around³.

Our leadership philosophy is based on the notion that the world can be a better, more equal, fair, and sustainable place for all its beings and for the earth self if we focus on delivering on internal goods, and that we all have a responsibility to Make A Difference - to be MAD - to achieve this. Such difference will only happen through active leadership performed by individuals working together towards solutions to societal challenges. We seek to not only encourage such leadership, but to identify, develop and support it in the broader MAD Movement. On individual, group, organisational and institutional levels this happens through a focus on EPIC leadership principles:

- Energy** We all have energy, and our focus is on how to channel it in an effective and efficient way, how to recharge and stay energised, and how to energise those around us.
- Purpose** We believe that a clear purpose not only leads to healthier and longer lives, but that it supports individual, group, organisational and institutional fulfilment and success. Our focus is to help identify and develop such purpose, and support work towards fulfilling it.
- Identity** Be who you are best: yourself. Everyone else is taken. Our focus is on developing every person's identity, individuality and potential, and to help everyone to be true to themselves. Our focus is not on molding individuals to fit preconceived leadership skills and traits.
- Courage** Our focus is on developing the courage to be ourselves, to contribute to leadership, to ask the questions that need to be asked, to make mistakes and learn from them, and to believe in ourselves and those around us.

Ethics

Ethics deals basically with humans and how they relate to other beings, both human and nonhuman. It deals with how humans treat other beings so as *to promote mutual welfare*,

³ Definition informed by the work of Barker, 1997 and 2001



growth, creativity and meaning, and to strive for what is good over what is bad and what is right over what is wrong⁴.

Our values

- 1) We are here to be MAD - to Make A Difference;
- 2) We are focusing on developing the activity of leadership rather than the traditional and preconceived role of leaders;
- 3) Our decisions, actions and behaviour derive from our Purpose, Leadership philosophy, Ethics and these Values;
- 4) We lead by example;
- 5) We are independent;
- 6) We are politically, geographically, and religiously neutral;
- 7) We are seeking to contribute to the development of a fair, equal and sustainable society;
- 8) We are actively seeking, promoting and supporting equality, that being gender, age, class, sexuality, race, ability or education, etc.;
- 9) We denounce any form of bigotry, prejudice and discrimination (including sexism, racism, homophobia and xenophobia), and political, ideological and religious extremism;
- 10) We are seeking to support a sustainable, autonomous, organic and flat-structured MAD Movement of equals.

Equality statement

Following our values we actively work on achieving equality throughout our board and movement and challenge ourselves to keep doing that in the future. With respect to gender equality we particularly formulated the following statement:

- 1) We assure gender equality on the PLF Board, and expect this to be the case throughout the wider MAD Movement;
- 2) We believe that the required ability, experience and qualifications can be found in any gender;
- 3) Board membership, roles and responsibilities are based on abilities and alignment to PLF's Purpose, Leadership philosophy, Ethics and Values alone;
- 4) Given the current under-representation of women in board positions worldwide, we choose to use a quota of a minimum of 50% women on our Board for as long as this remains the situation;
- 5) Given the current under-representation of women in board Chair and Vice-chair positions, at least one of these positions is to be held by a woman on the PLF Board.

In the future we keep monitoring the working and effects of this policy and look for further actions that are needed to also achieve equality in any other aspect.

⁴ Thiroux and Krasemann, 2007:27

Main activities

- The MAD Event: An annual event bringing MAD People and partners together to share, develop and cooperate on MAD initiatives.
- PLCs*: Public Leadership Challenges in cooperation with partners. Opportunities to identify and implement solutions to specific leadership challenges.
- EPIC Apprenticeship: Apprenticeship program cooperation with other organisations (private, public and third sector) aiming at the development of individual and group EPICness.
- EPICation: Education programs/workshops for communities, nurseries, schools, colleges, universities, continued professional development, and partners aiming at developing individual, group, organisational and institutional EPICness.
- MAD Houses*: Autonomous physical and virtual spaces enabling MAD People to come together to identify and implement solutions to societal challenges.
- MAD Societies and Clubs*: Local societies and clubs operating as autonomous and connected chapters working towards developing MAD leadership together through identifying and implementing solutions to societal challenges.
- EPIC Meet[up]s*: Local social meet ups for MAD People, friends and relatives.

**These activities can be run anywhere by anyone aligned with PLF's Purpose, Leadership philosophy, Ethics and Values.*

Core roles

- MAD People: Everyone associating themselves with The MAD Movement
- Firesouls: Everyone playing an active role in The MAD Movement
- Co-founders: Members of the PLF Board