



one page summary



speaker

Ian Lockett

title

## The three pillars to MSP leadership success

### Who's the speaker?

Ian Lockett, the speaker for this session, is one of the MSP industry's biggest leaders in the UK. With over two decades of experience in growing large corporates, Ian Lockett uses his expertise to help MSP teams align, and grow their revenue.

### The core idea

The core takeaway from this session is to help your MSP succeed and grow through strong, effective leadership.

### The breakdown

Now, let's break the session down into its best moments and highlights:

- A worryingly large portion of the MSP workforce don't feel happy, appreciated, or purposeful at their current job. Business leaders need to own these problems and fix them ASAP.
- The foundations of a successful business: strong culture, quality people, consistent reporting, and robust systems.
- Correct leadership keeps the business running when you're not around, helps you find the missing ingredient, and brings great ideas to life.
- The three pillars to MSP leadership: personal leadership, strategic leadership, and team leadership. You'll need a holistic combination of all 3 to succeed as a business leader.

### Action points:

- Start asking questions, and encourage open-ended discussions to find areas of improvement and move things forward.
- Practise personal leadership by working on your physical tone and tenor, emotional intelligence, and empathy.

Showcase strategic leadership by leading with a strong

- vision, culture, strategy, and structure for your business.

The keys to effective team leadership: Keep your employees engaged, establish a positive culture, give them clear growth trajectories, and recognize them for their efforts.

- Check out the session recording for an actionable 90-day leadership plan for you and your team!



Don't treat people the way you want to be treated. Treat people the way they want to be treated.