



Beating busy

Become Strategic

Do you need to beat busy?

There is clear evidence that leadership matters. Studies show effective leadership delivers higher productivity, drives employee engagement and delivers superior business performance.

Strategic leaders inspire, support and bring out the best in their people. They are the leaders who see opportunities others miss and thrive in a VUCA world. Sadly too many leaders are too busy doing to have time to lead strategically!



Key tips for Beating Busy and becoming Strategic:

1. **Prioritise** – Focus on what's important and let experts do the work. Devote more time to planning, building skills and capabilities in yourself and your team.
2. **Delegate** – Set clear and specific goals then empower people to deliver. Support them when they fail and add value, not dependence.
3. **Reflect** – Understand how you think, analyse your biases and beliefs and adjust to ensure you are not perpetuating old views in a changing world.
4. **Question** – Learn to build empathy and understanding. Look to not be the expert of the points but the observer of the bigger ecosystem
5. **Connect** – Strategy is finding potential opportunities others miss, joining the dot and making decisions that drive your business out of the pack to high performance.



Leading with Strategic Empathy

About Empathic Consulting

Empathic Consulting exists to drive performance through developing greater understanding, compassion and connection through empathic leaders.

Empathic Consulting provides practical, evidence-based skills, tools and frameworks to develop empathy as a capability. We challenge perceptions, inspire curiosity and upskill leaders to help them change their world. We support not-for-profits who believe in a more compassionate and inclusive world and form partnerships with those who share our passion for empathy.

About Daniel Murray

After a long career in corporate strategy and management consulting, Daniel now helps businesses and leaders to drive performance through empathy. Blending neuroscience and psychology with corporate strategy and leadership development, he inspires people driven performance.

Daniel is a professional speaker, author, trainer and CEO of Empathic Consulting. He has a Bachelor of Science and an MBA from AGSM.

Clients include:



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