Leaders must first understand their own moral purpose and be able to combine personal values, persistence, emotional intelligence, and resilience.

The four-step approach to tackling the problem of "initiatitis":
- Be Transparent
- Build a Collaborative Approach
- Develop a Clear Strategy
- Cultivate Engagement

Focus is not just a matter of having uplifting goals. It is a process involving initial and continuous engagement.

The new process of change is a more organic process of diffusion and continuous learning.

Developing new skills (capacities), especially with others, increases clarity and, in turn, commitment.

Coherence becomes a function of the interplay between the growing explicitness of the idea and the change culture.