

Test your Leadership with **3 Simple Questions**



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**SCOT
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I call it the PDP Test:

P Purpose

D Direction

P Progress

The best leaders nail all three.
Average leaders are shaky on at least
one.

Bad leaders fail them all.



1) Purpose

Can you articulate your team's reason for existing?

This is your "why"—the silver bullet that motivates and inspires your people.

It goes beyond products, profits, or market share.

- **Short** - 1-2 sentences max
- **Memorable** - easy to understand and repeat
- **Meaningful** - connects to a larger mission

If you can't do the above you're missing the foundation of effective leadership.

2) Direction

Can you paint a vivid picture of future success?

Your vision is the ambitious destination you're leading the team towards:

3-5 Yr

Your mid-term strategic direction.

10-20 Yr

Your long-term strategic direction.

The best visions are bold yet believable, with clear goalposts along the way.

If you can't do the above, don't expect them to follow you.

If you weren't able to answer the vision part, here's what you can do:

It's called the 1-4 method.

“One-four” stands for
'one slide, four sentences.'

Example from one of my companies:



Haskill Creek's Strategic Vision

- 3-yr** Build the most loved retail experience in Montana
- 5-yr** Use health & wellness knowledge to create world-class digital products
- 10-yr** Become a top 10 e-tailer in the health & wellness space
- 20-yr** Become the best curator of health & wellness products in the world



3) Progress

Do you regularly update the team on how you're tracking?

Your job as a leader is to shine a bright light on the team's results:

- **What were last quarter's key metrics?**
- **Are you ahead or behind pace for the year?**
- **What's working well and what needs to improve?**

The more transparent you are about progress, the more your team will trust you.

But you shouldn't be tracking everything. **Instead:**

- **Pick 3 most important metrics to your company (e.g ASP, retention, etc)**
- **Build a simple dashboard. Nothing too broad or complex.**
- **Review it with your team regularly.**

Avoid the temptation to track vanity metrics.

Only obsess over the core stuff.

Now, add up your PDP score—one point for each clear answer.

➔ If you scored a **3**, congrats!
You're in the 1%.

➔ If you scored a **1-2**, you've got some work to do. Pick one area to focus on until you ace the test.

➔ If you scored a **0**, it's time for some serious overhaul.

Without PDP clarity, you won't be any good to your team.

The beauty of the PDP test
is it's simplicity.

You can take it in **2 minutes** flat.

And the more crisp your answers, the
more effective you'll be as a leader.

Make it a habit to ask yourself these
questions weekly.

Then weave the answers into
comms with your team.

After you've taken the PDP test for yourself, here's a fun exercise you can try

Have everyone on your team answer the three main questions in private:

- **Why are we doing what we're doing?**
- **Where are we going?**
- **How are we doing so far?**

Give each person 1 minute per question.

Go around and have each person share their responses.

If there are gaps in people's answers, your team needs to tighten things up.

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I deep dive into
leadership & startup
topics every week

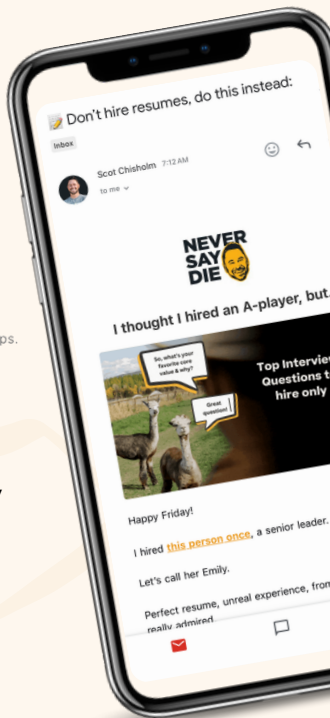


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I recently launched an accelerator for **founders looking to scale**.

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