



Stuart Giles

My Founder's Five

Founders Forum has been designed to empower you to achieve significance and create a lasting legacy impact. When I think about my own legacy – the principles and values I want to be known and remembered for – I think about what I've come to call my 'Founder's Five'.

These ideas should not be new to any of you. They are the same concepts you hear me talking about both in person and online, every day. There are no 'secrets to success' – but my hope is these five principles will help you navigate your journey to iconic leadership, just as they have helped me find my way as a Founder and leader within Icon Group.

1. Love your work

To be significant in your impact, you must be passionate about your purpose. As an individual, this requires a good dose of soul searching to understand your aspirations – where and why you want to make a difference – combined with an objective, honest assessment of your talents. There is a reason the very first item on your Founders Forum agenda was completing a Gallup Strengths Assessment!

The program's focus on Collective DNA is about understanding your role as a team member in 'sharing the love' by recognising the people around you for a job well done. We'll also explore what this looks like for you as a leader – in particular, the value of building a team that is reflective of a diversity of strengths and perspectives.

2. Be iconic

Iconic leaders – and iconic businesses – stand for something. Icon Group is built on a commitment to entrepreneurial healthcare leadership and we pride ourselves on our willingness to challenge the status quo. These values inform how we carry ourselves as leaders – it's not without intention I choose to wear colours and patterns that ensure I stand out amongst the sea of dark suits in any given room. They also inform the decisions Icon Group makes as a business; for example, our choice to partner with Virgin – another brand with a reputation for innovation and entrepreneurialism – for our corporate travel arrangements.

3. The harder you work, the luckier you get

Success is owed to nobody and earned only through consistency and dedication. A purposeful approach to growing your personal and professional networks will help ensure the continuous forward momentum of your brand and business.

Icon Group's successful expansion into Singapore and the wider ASEAN region is an example of what can be achieved through sustained and focussed relationship-building guided by a clear vision and values. These are the networking and influencing skills you will build as part of Founders Forum by stepping outside your 'day to day' role to deliver a significant project under the sponsorship of one of the Founders.



4. If it were easy, everyone would be doing it

Successfully challenging the status quo takes both resilience and tenacity. You have to be braver for longer than any of your critics or competitors – but you also have to be smart. Some ideas just aren't good ones. Others may have the potential for greatness, if you're willing to be creative and redefine what you first expected success would look like.

Icon Group was founded on a belief that together, our individual businesses can deliver a better healthcare service, to more people, closer to home. Since uniting around that vision, we have consistently looked for – and found – opportunities to deliver on this mission. Leaders of the future cannot be deterred by the absence of a roadmap.

5. Be positive

The [almost] boundless optimism that differentiates true entrepreneurs from others is not blind or naïve – it is an intentional commitment to approach every task with one's best efforts, and from the starting position that most people are inherently good. Only then are you empowered to make an educated decision about what works for your business and what doesn't, confident in the knowledge that success was not undermined by an unwilling attitude.

As future leaders, you will have stewardship of the Icon Group culture and the magnetic strength of your positivity will attract the kind of team members, clients and partners that will help ensure the Group's ongoing success.

These are the five principles that guided me as a Founder of Icon Group and continue to guide me as Chairman. I hope they will support your success throughout this program and beyond as you strive to achieve your iconic leadership aspirations.

