AfriLead
Empowering African Thought Leaders

FREE AFRILEAD RESOURCE

THE HIGH-PERFORMING TEAM PLAYBOOK

From Potential to Performance

A Practical Guide to Building Aligned, Accountable and Results-Driven Teams

FOR INDIVIDUALS | ENTREPRENEURS | LEADERS | SMES | ORGANISATIONS



IS YOUR TEAM BUSY — OR PERFORMING?

Talent alone does not create a high-performing team. High performance happens when people are aligned around a common purpose, understand their responsibilities, take ownership of results and consistently execute against measurable priorities.

AFRILEAD TEAM PERFORMANCE SCORECARD

SCORE EACH AREA 1–5

01 Purpose & Direction	☐	☐	☐	☐	☐
02 Role Clarity	☐	☐	☐	☐	☐
03 Leadership	☐	☐	☐	☐	☐
04 Accountability	☐	☐	☐	☐	☐
05 Communication	☐	☐	☐	☐	☐
06 Collaboration	☐	☐	☐	☐	☐
07 Capability	☐	☐	☐	☐	☐
08 Customer Focus	☐	☐	☐	☐	☐
09 Execution	☐	☐	☐	☐	☐
10 Performance Measurement	☐	☐	☐	☐	☐

40–50	30–39	20–29	Below 20
STRONG FOUNDATIONS	IMPROVEMENT OPPORTUNITIES	SIGNIFICANT PERFORMANCE GAPS	IMMEDIATE INTERVENTION REQUIRED

Your score is not the destination. It is the starting point.

FIVE PILLARS OF HIGH PERFORMANCE

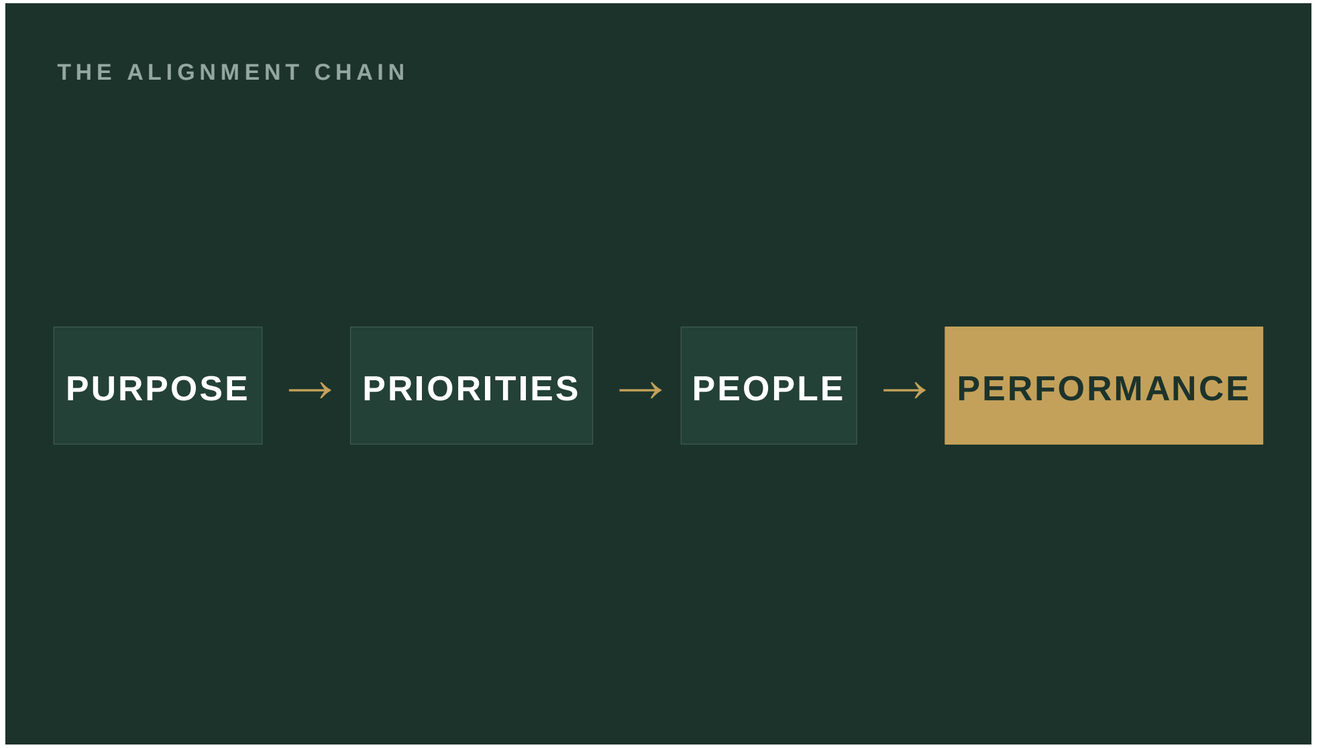
01	02	03	04	05
PURPOSE & ALIGNMENT	PEOPLE & ROLE CLARITY	LEADERSHIP & ACCOUNTABILITY	COMMUNICATION & COLLABORATION	CUSTOMER & RESULTS FOCUS

PILLAR 01

PURPOSE & ALIGNMENT

Clarity Creates Performance.

Why they exist	What they must achieve	What matters most	Who owns what	How success will be measured



THE 60-SECOND ALIGNMENT TEST

If every member of your team independently listed your organisation’s three most important priorities, would their answers match?

PRIORITY 01

PRIORITY 02

PRIORITY 03

PILLAR 02

PEOPLE & ROLE CLARITY

Right People. Right Roles. Clear Expectations.

CAPABILITY + CLARITY + OWNERSHIP + ACCOUNTABILITY = EXECUTION

FOUR DIAGNOSTIC QUESTIONS

01 Do we have the right capabilities?

02 Does everyone understand their role?

03 Is ownership clearly assigned?

04 Does everyone know how performance is measured?

ROLE CLARITY WORKSHEET

ROLE	EXPECTED OUTCOME	KPI	GAP

When everybody owns everything, nobody owns anything.

PILLAR 03

LEADERSHIP & ACCOUNTABILITY

Great Teams Are Coached, Not Simply Managed.

THE LEADERSHIP ACCOUNTABILITY CYCLE

EXPECT → EXECUTE → REVIEW → FEEDBACK → IMPROVE

THE CYCLE REPEATS — CONTINUOUSLY

WHAT LEADERS MUST DO

Set clear expectations	Coach performance
Give timely feedback	Remove barriers
Recognise achievement	Address underperformance
Reinforce accountability	

Accountability is clarity about ownership, commitments and results.

PILLAR 04

COMMUNICATION & COLLABORATION

Silos Slow Performance.

THE COST OF POOR COMMUNICATION

MISALIGNMENT → DELAYS → REWORK → POOR EXPERIENCE → LOST RESULTS

COMMUNICATION HEALTH CHECK	YES / NO
Are decisions communicated clearly?	☐ ☐
Do meetings end with actions and owners?	☐ ☐
Can people raise concerns?	☐ ☐
Do departments share information?	☐ ☐
Is feedback regular?	☐ ☐
Are disagreements handled constructively?	☐ ☐

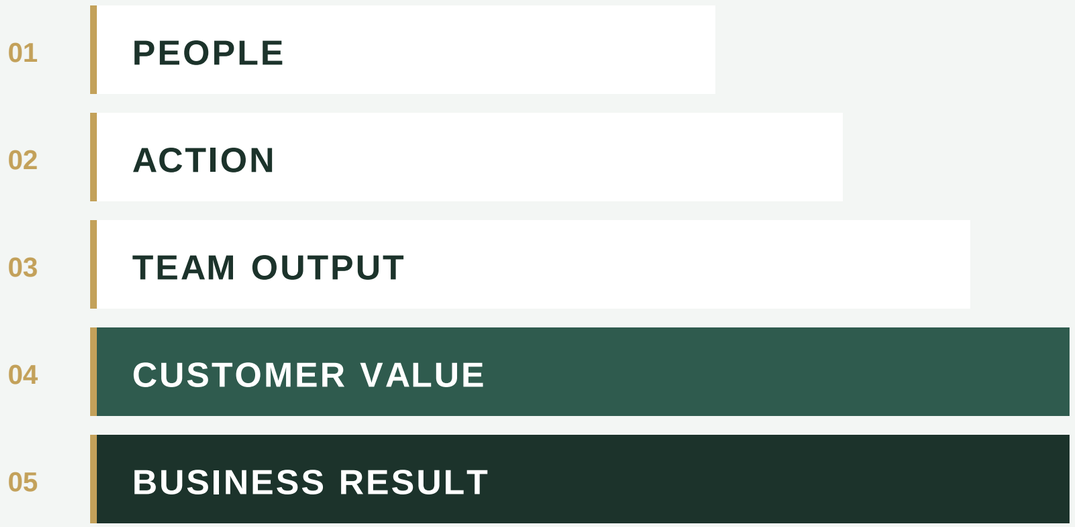
High-performing teams communicate to create clarity—not simply to exchange information.

PILLAR 05

CUSTOMER & RESULTS FOCUS

Activity Is Not Impact.

THE VALUE CHAIN OF PERFORMANCE



FIVE QUESTIONS FOR EVERY ROLE

01	What outcome does my role create?
02	Who benefits from my work?
03	What does excellent performance look like?
04	Which KPI proves my contribution?
05	What should I stop, start or strengthen?

Every role should connect to an outcome that matters.

THE AFRILEAD FRAMEWORK

HIGH PERFORMANCE IS A RHYTHM — NOT AN EVENT.

ALIGN	EXECUTE	REVIEW	COACH	IMPROVE
Clarify priorities and ownership.	Translate priorities into disciplined action.	Measure performance against agreed outcomes.	Close capability and performance gaps.	Learn, adjust and raise the standard.

THE PERFORMANCE CADENCE

DAILY	Priorities & Execution
WEEKLY	Progress & Obstacles
MONTHLY	KPIs & Coaching
QUARTERLY	Strategy & Performance Reset

What gets reviewed gets improved.