

Creating a Leadership Movement

A strategic method for improving leadership abilities across your organization

SLINGSHOT₂₅



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We have seen many leadership development programs fail to have an impact. Most often it's due to the program's lack of scale. They target just a few leaders and are not intertwined with the daily activities that matter most to your organization. In reality, your leaders are making decisions every day that affect your culture and the performance of your business. You need a program that focuses on the right behaviors, is designed for critical mass, is grounded in an understanding of human behavior, and is aligned to your business strategy. **We call this a leadership movement and we know how to help you create it.**



- Start with your organization's strategy & mission.
- Decide which leadership behaviors are most valuable to executing your strategy and achieving your mission.
- Consider the current gaps between what's expected and what's observed.

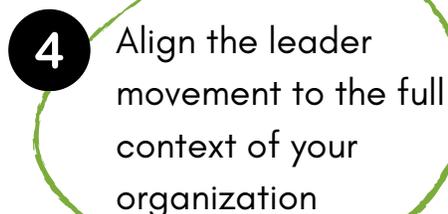


- 5-15% of the target population is needed to create energy and inspire others to action.
- Create something tangible & appealing for them to connect to.
- Make their efforts visible and the message clear through internal communication.



Effective programs are:

- Based on solid learning principles and embedded in real life.
- Designed to address underlying mindsets through facilitated sessions and coaching.
- Complementary to other development efforts important to your organization.
- Easy to access, appealing to join, and not needlessly complex.
- Designed with a rapid start, but are realistic in the overall time frame.



For example:

- Performance management
- Succession planning
- Operating systems, key business processes
- Org structures
- Rewards

Power up your leadership movement.

In addition to the strategic work of designing a leadership movement that creates a current through your organization, **we offer specific interventions to power up the movement.** Each of these is designed around the key lessons we've learned along the way through direct experience and professional study. There is a lot we could say about each of these services, but we'll get you started here with a quick overview of each one.

-  **Leadership Coaching**
You likely have a few influential leaders who will make or break efforts to transform to a better, desired future. How confident are you that they have the humility, curiosity, empathy and belief in others needed to lead your transformation? Our leadership coaching methods target the mindset and habits that derail leaders and limit your organization's success.
-  **The Truth of Leading Others**
Research tells us that the time people least enjoy in their work day is the time they spend with their boss. If this feels uncomfortably true of your organization - if there is too much leadership by status and not enough by care and inspiration, it's time for a new approach to leadership. Whether they are an emerging, evolving or tenured leader, our "Truth of Leading Others" program has helped leaders discover new and forgotten essential truths of what really works to bring out the best performance in all your employees.
-  **Leadership Talks**
Our leadership talks bring a live, inspiring event to your workplace. As you work to transform your organization's culture, these one-hour talks are a great way to reach all employees with a message of leadership that resonates at every level - including individual contributors. We can deliver talks from our existing library of leadership topics or design a custom talk to support your cultural transformation.
-  **Team Performance Engineering**
This is an intensive process for teams that need to take a step back to re-examine all aspects of their performance - purpose, vision, roles, capabilities, priorities and practices. We help the team uncover the factors limiting their performance, then identify and prioritize actions. Teams that go through this process experience improved decision-making, clarified roles and responsibilities, increased accountability and trust, decreased politics, and better collaboration.
-  **Change Management**
The academic research is really clear that when corporations launch transformations, roughly 70 percent fail. The reason? Poor change management discipline. We can help you create an effective change management plan to keep the defeating behaviors from creeping into your cultural transformation plans. We can also teach your own staff the key to making change stick with "The Change Course" - our popular program that provides comprehensive tools and core insight on effective change management.

ABOUT SLINGSHOT25

At Slingshot25, we obsess about what it feels like to work in an organization. We've worked in organizational performance roles for large, complex companies for over 25 years. In that time, we experienced the good and bad of what organizations tee up. We've seen bad bosses, poorly managed changes, tangles of unnecessary bureaucracy, and ever-changing strategies. Believing something better is possible, we never gave up. We stayed on the front lines, trying several approaches to make the workplace better for people. Some of our ideas worked. And when they didn't, we learned and continued to refine our approach.

Now, our mission is to share our experience with you.

In all that we've learned, one lesson stands out above all others: **Leaders create your company's culture and drive your company's performance.** Pure and simple. Companies with healthy cultures and high performance have leaders who understand what it really means to lead others and act in ways that bring out the best in your teams. We are excited by the potential to help you make this a long-lasting reality in your organization.