



# It's Not About Luck, It's About Leadership

## Let's Talk About Performance...

How's your organization doing with its financial goals? Performance improvement efforts? Market share? Customer satisfaction scores? Employee turnover rates?

Not hitting one or more of those goals? You're not alone. It's a tough environment – and getting tougher. But sustained, successful performance is achievable, even in a tough environment. It's not about luck – it's about leadership. Specifically, about how effectively leadership aligns its values, strategies and culture. And that's about clarity, commitment and accountability.

*“Disaffected culture eats strategy for lunch. Strategy is critical to operational excellence, but unless you align culture with strategy, execution won't happen.”*

Paul Litten, Founding Partner, leadershipForward

## Let's Talk About Change...

Organizational culture is a product of what its leaders model – and what they tolerate. When change is necessary, it's undeniably hard work. But it's not impossible. And it starts with you and your leadership team.

**Looking for help?** leadershipForward is an experienced, results-oriented team of leadership experts who will coach you as you make the behavioral and systems changes necessary for sustained, higher performance. Using current best practices, the latest research, and applied, real-time action learning, we work with you to co-create solutions customized for your needs.

## leadershipForward's Services Span the Leadership Life Cycle:

- Executive Performance Coaching
- Executive Team and Leadership Development
- Developing High Potential Leaders
- Train the Coach
- Talent Management
- Succession Planning

## Let's Talk About the Difference...

Yes, you have choices. But you'll find that leadershipForward is clearly distinctive in:

- The level of client intimacy and trust we achieve for significant breakthroughs
- The diverse, real-world experience of our team that truly defines credible coaching
- The flexibility of our services to evolve as our clients grow and evolve
- Our sustained focus on alignment of client values, strategy and culture
- Our ability to customize solutions to your specific needs
- Our commitment to encourage your earliest independence from the coaching process

## Let's Talk.

# leadershipForward

Unlock the Performance of Your Organization

CONTACT US

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