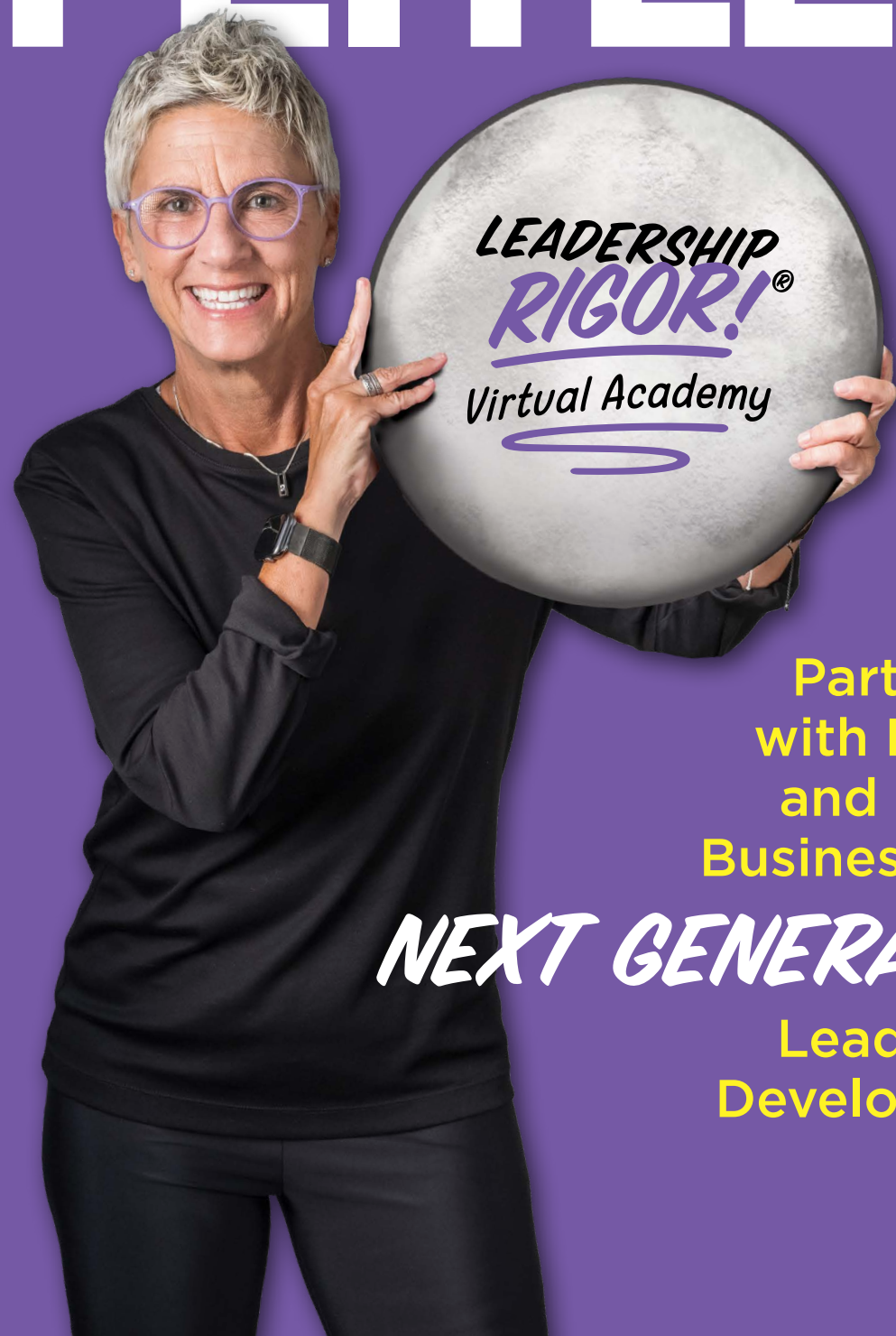


ERICA PEITLER



Partnering
with Private
and Family
Businesses on
NEXT GENERATION
Leadership
Development

Connecting *TALENT & PASSION* At An Early Age

From an early age, I was passionate about learning and gifted with strong communication skills. Exposure to accelerated learning programs in high school advanced these abilities, as did an opportunity in college to serve as a young leader in a resident assistant role at the University of Connecticut. Being selected for a highly competitive summer internship in a consumer healthcare marketing firm where I learned about advertising and branding further set in motion my future path.

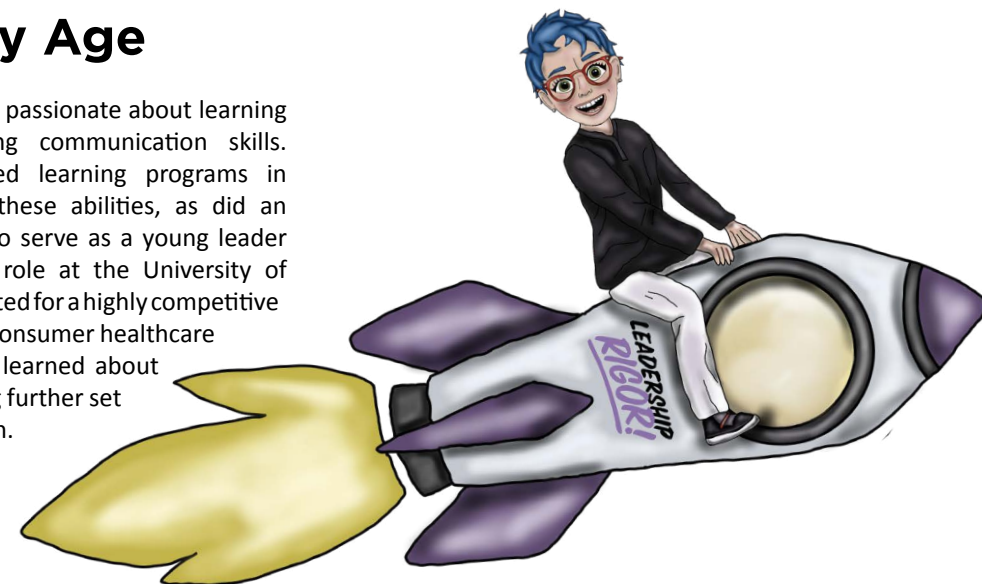
Fascinated by science, I went to pharmacy school. I fell in love with how drugs worked and enjoyed explaining their unique mechanisms of action. This foundational education helped me develop skills for quickly learning about different business models and how to design customized solutions that uniquely make sense for each of them.

While pursuing a career in the healthcare industry, I was identified as a high potential executive leader.

The benefit was a significant investment in training and development to accelerate my professional growth. With a front row seat to a wide range of learning and leadership programs over the course of my twenty-year career, I directly experienced what works and what does not work in these programs, quickly incorporating the best insights into my team and organizational leadership roles.

My professional career in a word? *Awesome*. Starting as a summer intern and advancing through all levels of executive leadership, I was given opportunities to build brands, manage portfolios, develop strategic initiatives, restructure R&D organizations, design board-level strategic plans, and operationally run a large business in Canada that required a transformational turnaround.

Running a Canadian business unit with full profit & loss responsibility while focusing on culture change, talent development, strategy, and operational performance was my most significant business



experience in terms of shaping my future. Here, I was able to bring creativity, systems thinking, and design work together to galvanize a struggling organization. Through skill building and leadership development, the company went from a perennially underperforming business unit to a top ten (actually number six) performer in under three years. The entire organization was engaged in a leadership learning journey with full transparency of our challenges and opportunities. Together, we embraced the required changes and built a confident and competent organization for the future. The experience was both breakthrough and breathtaking, and I wanted more of it!

Proactively bringing this exhilarating corporate career to a close at age forty-one was one of my most courageous moves. Being long and deep in one industry and creating transformational change at the business level was challenging and fun, yet accelerating transformational change more broadly through leadership development was really where my heart was pulling me.



THE GENESIS Of Our Firm

Being comfortable with complexity and ambiguity as well as a bit of a risk taker left me with a lot of choices to consider after leaving corporate America. While I was not immediately clear about what was next, re-inventing myself felt exciting, so I took a year off from my professional career and embarked on a personal learning journey to explore my future. It was one of the best years of my life!

Immediately, I traveled to Costa Rica for a week-long insights and intuition class. Clarity emerged and I began writing my first book, a roadmap for personal and transformational change called Open Up and Say Aaah! After resisting a few temptations such as accepting a CEO role in a small company, I enrolled in a coaching certification program and emerged ready to launch my own leadership firm.

The (3) Inspirational Forces Driving the Launch of My Own Firm:

First was the desire and opportunity to express my entrepreneurial spirit and unleash my creativity as a thought leader on leadership. Having the resources of a big corporate enterprise to support my initiatives and innovative ideas was great, yet having the freedom to pursue the challenges I wanted to focus on and to tackle them in the style I believed would work best was something I wanted to explore further.

The second force that drove me was the knowledge that transforming mindsets is the initial and most critical step in the change process. Within a year of starting Erica Peitler & Associates, I published my first book, became a Vistage chair, and built a peer group of eighteen CEOs who engaged in monthly discussions on business challenges across each of their various industries. This front-row seat to hundreds of challenges in the private company and family business sector as well as the mindset of CEOs helped my leadership coaching and workshop facilitation practice start strong. My Vistage experience also provided a testing ground to pilot, experiment, and pressure test models and frameworks I was creating based on the coaching sessions, workshops, and conference rooms I was in with CEOs from different industries.

The third force that drove me was the knowledge that real change happens in systems and that—organizations are systems! Throughout my corporate experience, I learned that strong individuals or even strong functional teams are never enough to catapult an organization to excellence. After completing my Canadian Leadership assignment, I wanted to share the practices and insights I had gained on how organizational systems work,

change, and progress through people and lifecycle dynamics. My on the ground experiences had confirmed that anything short of an integrated and systems-based approach would simply waste resources—which is unfortunately what most organizations do.

Writing my second book, Leadership Rigor!, gave me the opportunity to fully integrate my corporate experiences, the collaborative experiences gained from my Vistage board of CEOs, as well as the workshops I had been facilitating with multiple client partners. This book, which outlines the progressive leadership development journey of Leading Yourself, Leading Teams, and Leading Organizations, catalyzed the next stage of growth and development for my emerging business model.



UNIQUE Partnerships + Approaches

As a boutique firm on the leading edge of change in the areas of leadership and learning we focus on how to leverage this knowledge within our client organizations on the ground (OTG) and in real time (IRT). What makes our firm unique:

1. Our DNA Elements

In our role as Change Partners, we bring a Street-Smart and People-Smart approach to our leadership learning journeys. Beyond the “street cred” of having “been there and done that” in a variety of business settings, we synthesize and communicate our content in a way that makes direct links to your company’s unique business context. This makes the learning easy to understand and immediately utilize in your organization, so our approach is Street Smart.

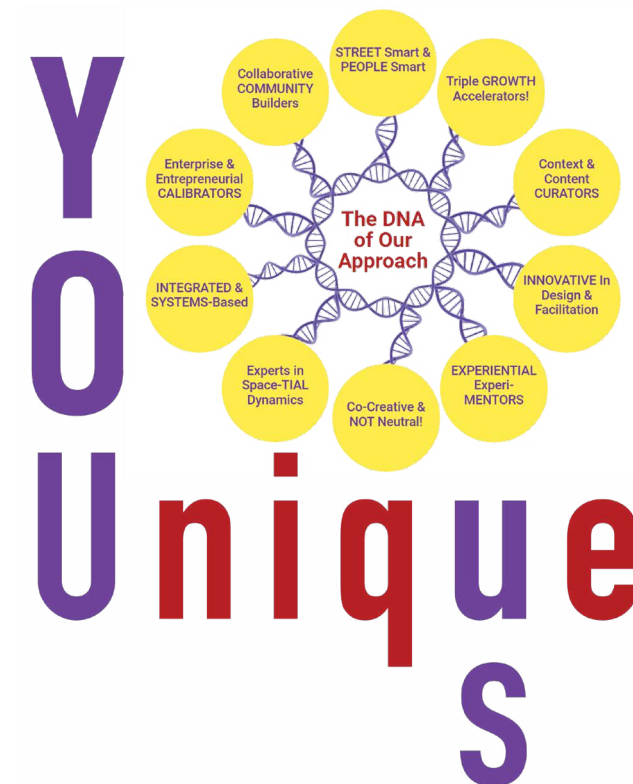
We also appreciate that each organization’s culture and talent is unique, so we flex our approach to your room and your players, “meeting everyone where they are” throughout our journey together, so our approach is People Smart.

2. Our Understanding of Private and Family Businesses

We appreciate that the stakes are high when growth, succession, and legacy expectations are on the table along with strong desires for family harmony. Long-standing social and personal histories add emotional energy to relationships and communication dynamics that are at the center of our leadership work. Our compassionate yet provocative approach can accelerate meaningful breakthroughs, resolving longstanding challenges that otherwise stunt organizational growth and limit the positive energy that can be unleashed from healthy relationships and cultural dynamics.

Our customized leadership learning journey engages each company as a whole integrated entity. This system-based approach has the advantage of providing traction and speed in the change process. This is also why we consistently see competitive advantage achieved more easily with private and family businesses than with large public entities.

We introduce each executive team to our enterprise leadership model, Organizational Excellence® which was developed while working with my CEO Peer Group. Our conversations consistently centered around (6) areas I refer to as Organizational Excellence 1.0 because today there is also a version of Organizational Excellence 2.0 and 3.0 that we share with our client partners as they progress through their leadership journey.



Designing an Action Agenda using each area of the Organizational Excellence® model assists our client partners in understanding the stages of their transformational journey and the book of work associated with it. This roadmap smartly sequences the areas you must be consciously disciplined about addressing to set your company up for success. It’s a game changer!

3. Our Nurturing of Both Courage and Curiosity

We let our client partners know upfront that we might turn their understanding of leadership a bit upside down. Today’s business environment has evolved from being exclusively shareholder driven to being stakeholder driven. This change has uncorked a range of polarizing topics along with appropriately bringing people to the front of the priority list. It’s not that the business is less important; it’s that the sequencing of strong business practices and success starts with people first.

Leaders need to demonstrate the courage to be real versus projecting facades of false bravado that are painfully transparent and big credibility killers. Vulnerability is a leadership strength!

Consequently, we focus a tremendous amount of time on learning how to appropriately express vulnerability and on being authentic as a first step in building trust. There is a unique language to leadership, and our clients learn to be fluent in it.

Being curious and genuinely interested in others, with empathy and compassion to see, hear, and feel as well as meet people where they are, is the second step in building trust. Both dynamics must be present to have a healthy relationship, and leaders often need coaching on developing these skills.

Working with MBTI profiles helps our clients learn more about their hardwiring as well as better understand how their colleagues are hardwired. Ultimately, we find that challenging relationships are more often associated with misunderstanding an individual's preferences than a true disagreement on issues and outcomes.

Investing time in understanding how others are hardwired which affects how they prefer to gather information, make decisions, and manage their time can give teams and organizations insights that turn on lightbulbs and ease frustrations. Of course, we then focus intensively on the skills and behaviors required to flex and demonstrate agility with respect to working productively together.

It's All About The



Just like our unique DNA, we believe our “why” sets us apart in the leadership learning and development world.

We BELIEVE.... the future belongs to those who have the courage and capacity to imagine it as well as the ability and composure to influence others to work together to create it.

We PARTNER.... with motivated individuals who want to transform leadership potential into on the ground performance and productivity as they seize opportunities to change themselves, their teams, their organizations, and the world around them.

We Are *NOT NEUTRAL* On Purpose!

At Erica Peitler & Associates, we are provocative Change-Partners. We believe in socializing ideas, debating their merits, and engaging in productive conflict to bring forth a range of viable options for client partner growth. To accomplish this, trust must be in the room first!

As Change-Partners, we extract insights and wisdom from the room as well as provide our own outsider/insider perspectives from relevant experiences. Our client partners, however, are always the decision makers.

In examining the positive and negative consequences of various options, we play our roles fully and stop just short of crossing the line. That said, our trusting relationships also allow us to occasionally cross the line and quickly recover!

We walk our talk so that feedback, disagreements, and criticisms are always welcome. We get curious, not defensive. Our process is iterative. Fundamentally, it is based on learning, feedback, and pivoting forward as we get better and go beyond in our leadership learning journeys—both yours and ours.

We Want CEO + Family

DREAMS TO COME TRUE!

Most of the CEOs we work with are successful, inspiring optimists who have bold and courageous aspirations. They are grateful to the generations of people whose sweat equity, loyalty, and heroic practices brought them to this point. They also sincerely believe their organizations have a bright future, yet their biggest challenge is getting started. Who can they trust to partner with them to get the change process initiated and their executive teams where they need to be?

The experiences we co-create with our client partners are dynamic and iterative. We continuously pilot, learn, and pivot. If our approach is working, we double down. If we believe it isn't landing or having the impact we seek, we adjust. This means that each leaders' input on what they see, hear, and feel is always integrated into the plan. To achieve this, our journeys include planning and debrief sessions so that we can closely monitor the impact of the journey. It is a living, breathing experience, which is why it works!

The CEOs and executive teams we work with often have painful challenges to address. As our work unfolds, we see firsthand their excitement as their organizations change, grow, and build confidence. Whether it's reaching a sales goal, watching archrivals hug and interact collaboratively, hearing next-generation voices confidently express themselves, or seeing their children step boldly into expanded leadership roles, dreams really do come true as we work together to secure company, family, and personal legacies.

Our journeys have multi-year timeframes. This is mainly because the culture and talent bench work we do accelerates leadership development and succession planning initiatives, which then sets the stage for strategy work that brings innovation and future growth into the process.

Our track record has a range of successful outcomes:

- One of our clients doubled their sales during an 8-year journey reaching a Billion Dollars!
- Several clients developed high performing leadership teams that secured higher level financial transactions that took them beyond asset-only sales with their companies.
- We have assisted with many successful generational transitions working in G-1 through G-4 journeys filled with emotional family and “cousin consortium,” challenges.

Simply put, we help CEOs and executive teams move forward by meeting them where they are and working collaboratively to create, build and shape their futures.



TALENT, TIME, + TOLERANCE

The (3) Growth Challenges

Everyone wants to grow. The real question is, are you ready for growth? Beyond the pre-existing challenges leaders faced before COVID, the dramatic shifts in today's environmental work dynamics now add further complications.

1. The Talent Challenge

Talent is often the biggest constraint to organizational growth. Sometimes people lack the right skills. Sometimes they sit in the wrong seats. Sometimes there simply aren't enough talented individuals. These scenarios leave companies struggling with day-to-day challenges and never getting ahead.

Skill acquisition and application take time to take hold. Advancing the next generation of leaders needs to start earlier than most CEOs think. The precursors to leadership readiness today are learning agility and emotional composure, yet most organizations still rely on old-school "experience tenure" as the benchmark for advancing leaders.

We consistently find that executives are slow to understand the impact of this talent readiness constraint. They know they need next-generation leaders to take on larger roles, and they might even have succession planning and the "9-Box Grid" exercise on their to-do lists, unfortunately these efforts aren't sufficient. This challenge cannot be underestimated because it impacts a company's culture, future growth, and community at large.

Look around and ask yourself, if you were to remove an underperforming leader today, do you think your colleagues would be critical or complimentary that you finally took action? If you were to hire the skilled leader you need do you think it would accelerate your progress?

Our Journey work takes aim at Culture and Talent as the first priorities in getting you the Change-Ready leaders you need for your future.

2. The Time Distortion Challenge

Both the speed of business and speed of learning are increasing, so if you are not leaping ahead today, you are falling behind fast. Remember the frog that comfortably sat in warm water with the temperature slowly rising until it fell asleep and died? It's time for a leadership wake-up call so that inevitable slow death doesn't happen to your organization!

CEOs of private companies and family businesses can live in a world where time has a different and occasionally distorted dimension than typically exists in public companies. They have a generational view of the business and talent bench which can be both good and bad. While it allows for a longer-term view without shareholder distractions, in the absence of short-term performance expectations, most CEOs do not take advantage of time in a productive way.

These missed entry points are why so many G-2 organizations struggle to transition to G-3. While growth has occurred, readiness lags in technology, skill sets, and talent development, putting G-3 in the challenging position of needing to quickly fill gaps and simultaneously move the business forward. This creates stress and overload which can often end up delaying both short- and longer-term initiatives.

Skill building and leadership development take time. Underestimating this reality costs organizations progress and advancement. Our leadership journey program and virtual academy offer accelerated solutions that allow the private sector to leapfrog ahead!

3. The Tolerance Challenge

Loyalty, friendships, and a history of working together can undermine the judgment that leaders of private companies need to demonstrate to secure long-term growth and viability.

Whether it's inconsistent behavior with cultural values, a lack of openness to learn new skills, or a failure to inspirationally lead, what leaders tolerate will undermine what they are trying to create! This dynamic is a focus area of our leadership development work.

The reality is that leaders who find the right external partner to co-facilitate transformational changes with compassion, expertise, and insights find that what they want to create gains traction and momentum. Leaders who don't find this partner tend to see their efforts start strong and stall out, with the prevailing outcome degenerating to, "we can just wait this out" it will pass soon.

MAXIMIZING GROWTH

And Minimizing Growing Pains

We are in the experience business. Our experiential learning approaches to leadership development bring conversations on skills, behaviors, growth aspirations, business challenges, as well as emotional relationship dynamics to the forefront to be explored, clarified, and brought to a healthy place with trust, buy-in and commitment.

Customized
LEADERSHIP
RIGOR!
Learning Journey

Our signature engagement is a Customized Organizational Leadership Learning Journey. Uniquely designed for each company's culture, talent bench, lifecycle stage, and growth challenges, our Leadership Rigor® inspired programs have become the foundation for our work with private companies and family businesses.

Our journeys reveal enterprise-level solutions, and the organization is the client. We start at the top of the house with the CEO and executive leadership team, then cascade the experience to next-level leaders and influencers. Everyone in the organization is ultimately on the journey together, learning new skills, new behaviors, and new language that allow the enterprise to increasingly operate at the speed of business versus being continuously derailed by dysfunctional communication or relationships.

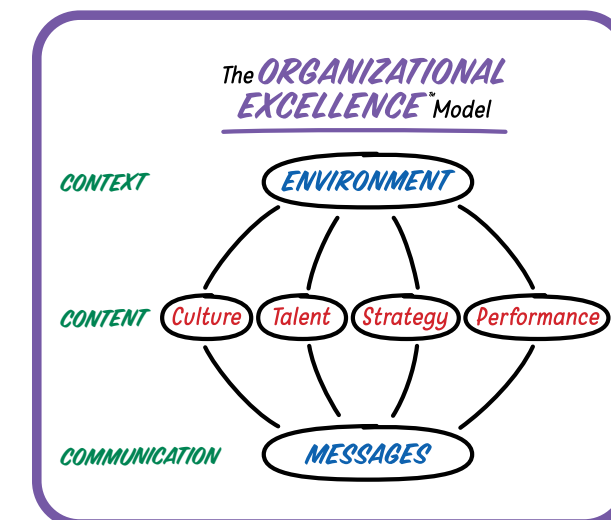
With our unique leadership journey approach, we go beyond simply being coaches and consultants to what we call being Change-Partners with our clients. We specialize in navigating lifecycle dynamics. Everything has a lifecycle, including your marketplace, your talent bench, and your organization. We help executive leaders anticipate the waves and surf the waters of their various lifecycle stages so that growth is maximized and growing pains are minimized.

In partnering predominantly with private companies and family businesses, we:

- Evolve cultures and talent benches from being loyalty based to performance based
- Advance entrepreneurial cultures into a more balanced approach with both enterprise and entrepreneurial practices
- Transition organizations from Generation-1 or Generation-2 leadership teams to G-3 or G-4 next-generation leadership teams
- Facilitate the transition of being family owned and operated to being family owned and professionally operated.

Of course, these are not overnight processes. While we initially start with a 6-12 month journey, many of our client engagements span 3 years, 5 years, and even 8-10+ years based on our successful trusted advisor partnerships. Our focus is on supporting change and transformational learning so that leaders across the entire organization personally grow and inspire growth in other leaders.

We strive to see our client partners leapfrog ahead of their current operating states as well as ahead of their competitors as they create competitive advantage through leadership development. To achieve this goal, we start with a focus on their culture and talent bench, the first two steps in building Organizational Excellence.



OUR BIGGEST STRENGTH:

Understanding The Learning + Change Process

Leadership training needs a transformational breakthrough! Read any industry report on what keeps CEOs up at night: it's usually a gap in their leadership team, leadership bench, or talent readiness in general. Without a solid leadership bench, chances are your company's growth will stall and you will struggle to achieve your goals.

While there is no shortage of investment in large public corporations on training and development, results are typically unimpressive. In the private company and family business sectors, investments in leadership development are less prevalent or extensive, yet the need gap is often greater.

The (3) Reasons WHY Our Customized Leadership Journey Approach Works:

1. Skill Gaps are Cultural and Change Happens in Community Systems.

Progressive CEOs view their organizations holistically. They understand that functional silos impede growth, sharing, and learning. When an organization is appreciated as an integrated system or community of people, energy can be fully utilized, fueling collaboration and value creation. When skill gaps are approached on a cultural level, with the organization learning together, real change can happen and the impact is that you "institutionalize critical company knowledge" across your enterprise vs. keeping it in the hands of only a few.

By contrast, throughout my corporate career, while I was given significant development opportunities, my colleagues and teammates often lacked the same exposure. Consequently, my learning was impossible to fully leverage, and the result was little to no traction beyond my own leadership practice and my personal ability to cascade it. Definitely not a model for building a high-performance organization!

The Leadership Learning Journeys we design at Erica Peitler & Associates approach skill acquisition and application at the organizational level so that they can be fully integrated into the culture and enjoy both traction and momentum in delivering real change. We challenge our clients to cross the knowing-doing gap, apply their skills on the ground and in real time so they can create a cascading learning experience across their enterprise.

How effective is this approach at delivering results? When asked about the impact of our learning experience together, our client partners resoundingly affirm that they see, hear, and feel the changes through the communication and relationships of their colleagues. The changes clearly go well beyond the individuals and teams to having a broader impact on the company dynamics.

2. Culture is All Inclusive and Leadership Learning Needs To Be Too!

Culture impacts everyone in your organization—it's all inclusive. Likewise, the values, behaviors, and skills that are critical to the success of the organization need to be all inclusive across your enterprise, and this is where many leaders make poor choices. They believe that only certain individuals need leadership development and reserve it for the top of the house. Unfortunately, this limited exposure usually results in even more limited returns on their resource investment.

Beyond being an integrated system at its best versus independent functional silos, an organization is a community of talent. To improve enterprise level performance and productivity, the entire community needs to be exposed to the learning concepts. If the broader community isn't invited into the process, the learning will stay in the conference room with only those few executives who are exposed to it. Why? Most senior executives will claim time limitations, lack of comfort with cascading the depth of the content knowledge or not feeling confident in their communication or coaching skills.

**CHANGE-
READY
LEADER!**

We are all leaders and influencers, and leadership is a role we play every day— it's not a position we hold. Just look around at the leaders in your organization with high-level positions. Are they truly inspiring coaches who walk their talk? If they are, consider yourself lucky. You are in the minority.

3. Accelerating Change Readiness in Leaders Requires Integrated Solutions.

Our unique systems-based design closes the gaps and accelerates success you can see, hear, and feel. We understand the dynamics of transformational change at the organizational level, so we design customized leadership learning journeys to address the various

lifecycle stages of private companies and family businesses as integrated entities. This approach targets performance at the highest level of organizational excellence.

Our core insight is that content, which is typically the centerpiece of all training and development programs, can only be fully absorbed and leveraged across your enterprise if (2) critical links are simultaneously secured.

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THE ORGANIZATIONAL LEADERSHIP JOURNEY

PRIVATE COMPANY

FAMILY BUSINESS

BOARD OF DIRECTORS

PRIVATE EQUITY



erica peitler

LEADERSHIP

BREAKTHROUGH

ACCELERATING

Change Readiness In Leaders

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LINK #1—Don't Let Your Content Learning Be "OUT OF CONTEXT"

The first and most critical link to ensuring that leadership development has impact is that it must be relevant to your company context. This means framing it in the context of your culture, your lifecycle stages, and the dynamic challenges of your organization at this time.

This is where the most important "why this matters to us here" conversations take place. The content solutions resonate and stick rather than just make a topical impression due to the power of the context link. The outcome of understanding this link is that it empowers your talent bench to act with confidence and competence.

LINK #2---DO Let your Content Learning "OUT OF THE ROOM"

While the context and content link makes the dynamics of change immediately impactful, the mid- to longer-term challenge to achieving lasting change at the organizational level is to enable the communication to be appropriately cascaded down and across the enterprise.

Without communication to your broader community, the learning that takes place in any workshop or journey has a high risk of never making it out of the conference room and into the day-to-day conversations with your community of colleagues where broader benefits can be secured. This is why:

Our journeys contain exercises and easy-to-use tools that help leaders with the downstream communication process.

We design journeys to ultimately touch all members of an organization to ensure a full and consistent cascade.

We co-create and co-facilitate our journeys with our client partners. Their ownership of the process at the executive level is critical to its success and gives them an opportunity to engage with their talent bench, directly share their company's narrative, and shape the evolution of their culture.

A MULTI-GENERATIONAL

Approach To Institutionalize Your Company Knowledge

Four and potentially five generations now make-up the typical workforce along with a tsunami of changes in the way we work together in the post-COVID world. Naturally, each generation as well as each individual has preferences for how they learn and prefer to work.

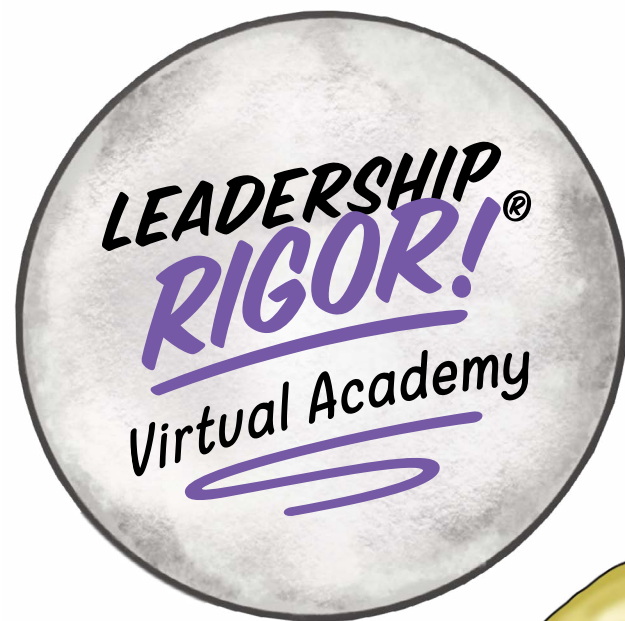
One of the biggest challenges private and family businesses face is transferring their institutional knowledge from one generation to the next. The Leadership Rigor Virtual Academy approaches this test with smart design to accelerate getting over these hurdles.

Our immersive experience provides forums and formats that tap into the preferences of each generation in the workplace so that face-to-face conversational experiences as

well as deep-dive alone time with content material support Boomers to Generation Z and all groups as well as personal preferences in between. Our structured facilitation material provides focus as well as guidance on how to specifically connect content to context as well as how to extract the insights and wisdom in the room, where the transfer of knowledge really happens.

The forums for interaction can be customized to include cross-functional team members, multiple generations, and any combination desired to achieve the diverse experience your organization needs and wants. The power of peer group collaborative learning is a best practice we leverage broadly with the Leadership Rigor Virtual Academy.





GOING BEYOND In Experiential Learning With Scalable Innovations

Imagining what is next and beyond has always been a focus for our firm. We believe that innovations in leadership development need to be focused on the why and how. The best-selling book Leadership Rigor! brought new concepts to the marketplace in terms of why Change-Ready leaders are needed today and how they facilitate progress and aligned action in organizations.

Now we are going beyond again with innovations in how leadership development can be experienced in today's new workplace environment and why a new approach is needed to deliver against the gaps that still exist. Simply put, being on the leading edge of business, leadership, and learning requires a passionate commitment to seeking, seeing, and seizing entry points!

We are excited to bring forth a breakthrough in leadership learning in 2023 with the launch of our Leadership Rigor Virtual Academy (LRVA). This smartly designed, high-tech, and high-touch integrated enterprise solution will further accelerate the change-readiness of organizations beyond the reach and speed of our current customized journeys. While we call it a virtual academy, it's all about REAL experiences, skills, and collaborative solutions.

Starting with the tools and techniques presented in Leadership Rigor! along with interactive exercises and cutting-edge content from the latest research on leadership, the academy offers an elegantly designed experience that can be customized in multiple ways so that private companies have what they need to advance both their business growth and people growth.

Curating and developing content as well as designing integrated experiences is our strength, and now it's available in a way that is scalable at the enterprise level



Where The **MAGIC** Happens



offering broader reach, deeper engagement and greater speed in leadership development.

The foundational curriculum in the academy includes a comprehensive video on-demand program with colorful whiteboard animation as well as:

- **Targeted Learning Objectives to Ensure Focused Outcomes**
- **Reflective and Interactive Exercises to Deepen the Learning**
- **Learning Assessments to Confirm Skill Acquisition**
- **Leadership Challenges to Accelerate Skill Application**



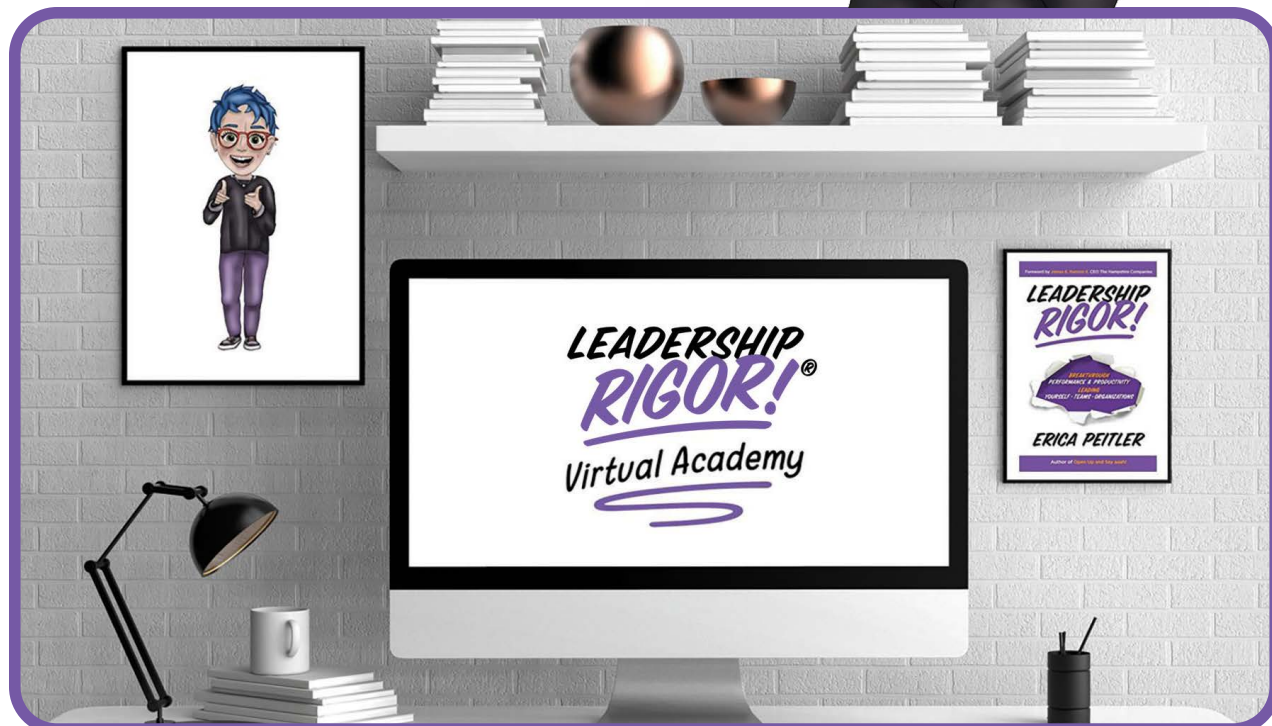
The real magic, however, is in the program's delivery and experience. Designed for the future of work, the Leadership Rigor Virtual Academy offers structured in-person team discussions with trained facilitators, personalized deep dives on content, webinars, coaching, and mentor support as well as a social platform to support an immersive experience.

Now you can have a scalable enterprise solution that takes all of the intimate and customized elements of our Leadership Rigor Learning Journeys and experience them in a Virtual Academy Structure where CEOs and their executive teams can:

- Expand access to their community of colleagues more broadly
- Ensure a consistent cascade of learning across the enterprise
- Accelerate their leadership development timelines
- Professionally train aspiring leaders in coaching and facilitation roles
- Provide structured mentorship to their talent bench
- Enjoy on-going support “as needed” from Rigor Change Partners
- Recognize their colleagues with certificates of achievement

- Create competitive advantage through leadership development
- Attract and retain talent through a commitment to Skill Building + Career Development

The Leadership Rigor Virtual Academy can be branded for your company, customized to your needs, supported with more or less external resources and enhanced with reporting as well as competitive gaming options to turbo-charge your community engagement. And when the program is completed, based on your selection of an 18, 24 or 36 month engagement, you can maintain your Leadership Rigor Virtual Academy membership for ongoing reference to content material.



Leadership Rigor CHANGE-PARTNER Certification Program™

With the development of the Leadership Rigor Virtual Academy, we now have a platform to smartly scale our boutique organization so that we can more broadly share the practices we developed in Leadership Rigor!

We are currently piloting our Leadership Rigor Change-Partner Certification Program™ with plans for a full roll-out later in 2023.

Qualifications for Becoming a Change-Partner include:

- Having served in an executive leadership role
- Coaching or Consulting experience at the CEO or executive team level
- Having a passion for and deep understanding of organizational level work
- Comfort in facilitating VUCA—volatile, uncertain, complex, and ambiguous dynamics
- Delivering on our promise that “There is nothing we cannot talk about” with composure

Change-partners are beyond coaches and consultants. They are trained as lifecycle navigators who are skilled at integrating leadership learning with business practices.

Using our “organization as client” approach, they utilize the Organizational Excellence® model to advance leadership teams through the 1.0, 2.0, and 3.0 stages of readiness to fully leverage growth possibilities both internally and externally in the marketplace with their client partners.

After certification, our change-partners will be supported by the Leadership Rigor Virtual Academy in a variety of ways, including assistance with journey design work, a referral network for gaining new client partners, and active engagement with a powerful and like-minded community of individuals.

At its core, the Leadership Rigor Change-Partner Certification Program™ is designed for practitioners who want to work at the organizational level with executive leadership teams on meaningful transformational change.

