



The Leadership Manifesto

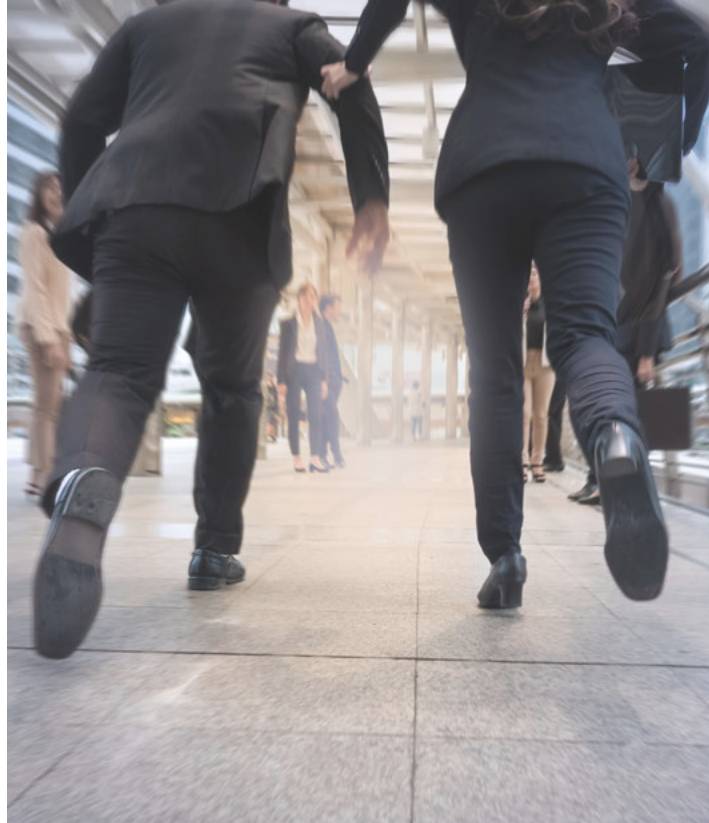
5 SECRETS TO LEARNING
ENGAGEMENT



INTRODUCING ACCELERATED LEADERSHIP MASTERY

In today's fast-pace and hectic business world, it's often difficult to master even the most basic of leadership skills. There are many options open to participants, but very few actually deliver meaningful results.

Much of this can be attributed to many organizations failing to truly recognize the unique needs and situation of individuals, and the many distractions that affect daily life.

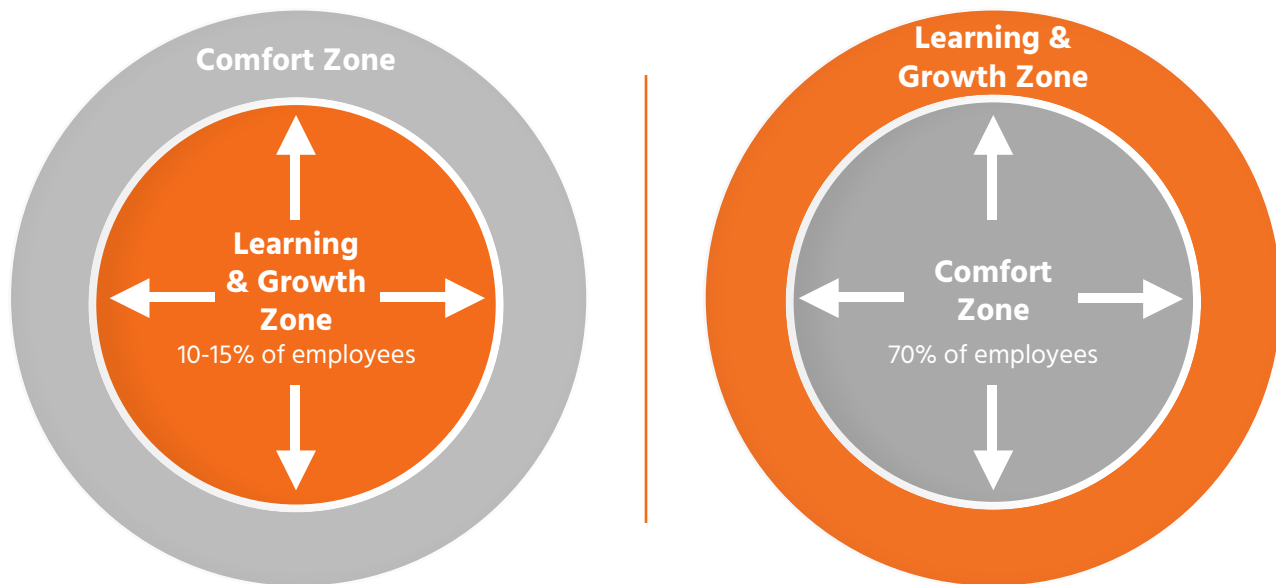


Today, we live in a **VUCA** world – that is **V**olatility, **U**ncertainty, **C**omplexity, and **A**mbiguity – a phrase adopted by the military to help navigate their unique challenges. These challenges require skills never explored before, including two key mindset skills needed for mastery:

THE ABILITY TO FLEX AND BUILD RESILIENCE.

Let's face it. The workplace and business world have changed dramatically in recent years, presenting many challenges to employers and employees alike. However, it seems many leadership and learning programs have stagnated, failing to evolve to match the pace of change.

This failure has left employees feeling stressed, frustrated and searching for better alternatives. They need skills at a more accelerated rate, in an easy to digest format--from informed professionals. There are a certain amount of employees who love to reside in a comfort zone, and these employees are not ideal candidates for accelerated learning. In contrast, those that thrive in the learning and growth zone become increasingly frustrated by their lack of opportunities.



The graphic above highlights the mindset differences of those motivated to learn and grow, versus those that are happy with the status quo, also known as **the Comfort Zone**.



Those in the Learning and Growth Zone tend to seek out learning and growth opportunities. By expanding their capabilities, they challenge their comfort zone. This population tends to have an organization's higher performers and achievers – approximately **10-15% of employees**.

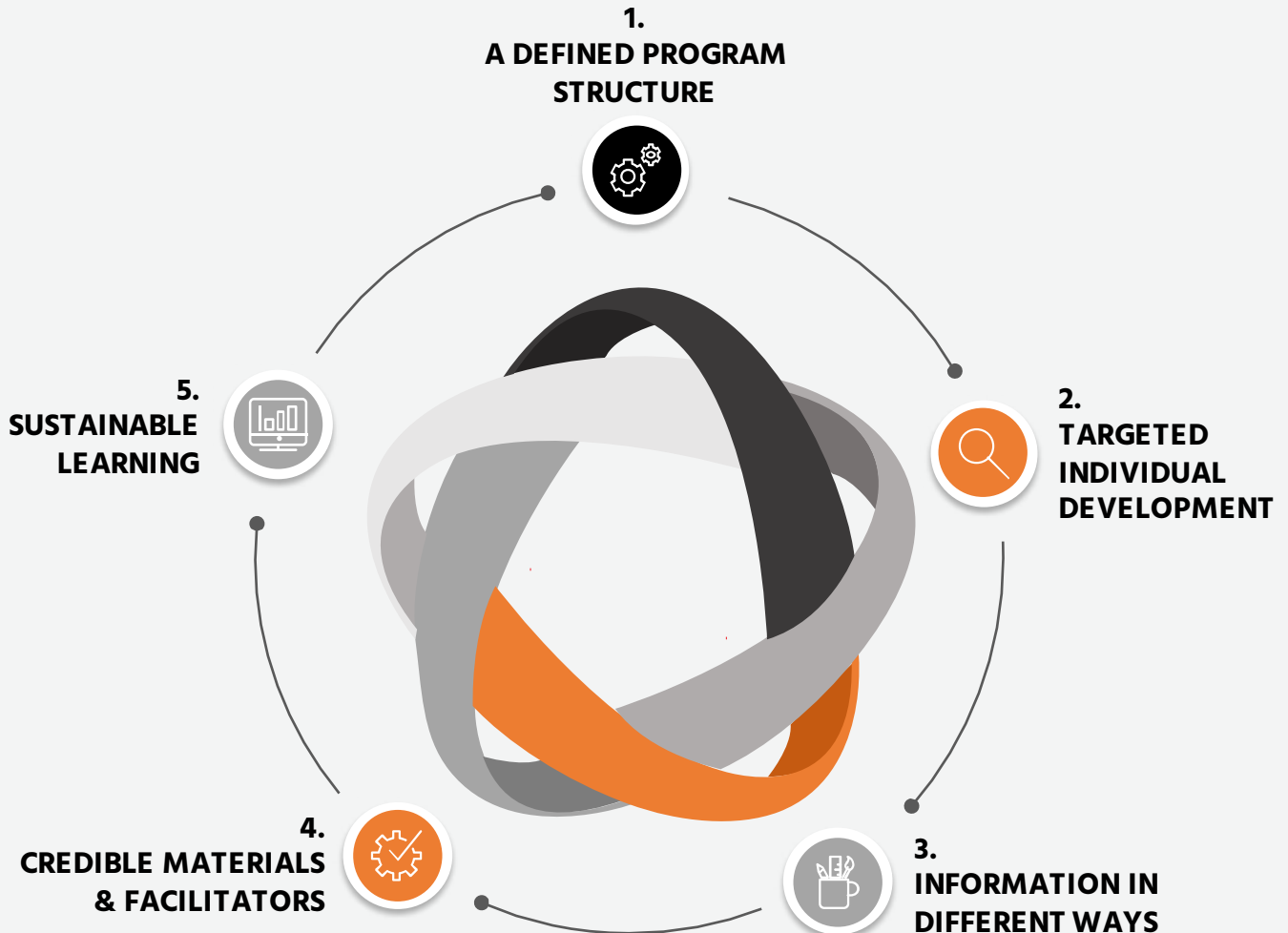


Those in the Comfort Zone tend to seek out other activities that increase their comfort. This translates to turning down challenging assignments, choosing not to take the lead on certain projects, avoiding responsibilities, and doing just enough to get by. Sadly, this represents nearly **70% of an organization**.

The remaining 10-15% are striving to decide if it's worth the time and effort to fully commit!

AT INTRINSIC, WE BELIEVE ...

One way to address this issue is to think differently about how learning is delivered. We crafted a program we call **Accelerated Leadership Mastery**. There are five key elements to the program.



1

A DEFINED PROGRAM STRUCTURE

Varied Formats:

The program is a mix of face-to-face meetings, online learning, accountability coaching calls, and action planning.

Appropriate Size:

Participants move through the program as a cohort in class sizes of no more than 15 people.

Pacing:

Each of the six modules are presented in three-week blocks where participants are immersed in one topic at a time.

Critical Thinking:

High-impact workshops are designed to challenge the student and provoke critical thinking and investigative skills.



2

TARGETED INDIVIDUAL DEVELOPMENT

Exploratory Modules:

Our program has six unique modules designed to unleash your potential. We guide participants through self-exploration, with several different proven techniques designed to elicit the best version of the student.

Purpose-Driven:

We explore and refine student goals by guiding them to create a purpose statement that is personally crafted for them. This is developed by asking insightful questions such as “What type of leader do you want to be?”. During the program, we help you explore answers designed to craft your personal brand of leadership.

Psychometric Assessments:

Each of the six modules has a specific psychometric assessment that helps you explore and understand your own style, strengths and opportunities. The assessments reveal blind spots and show how you are perceived by other people, areas you can be impactful and the areas you need to work on. Also, they serve as a ready-made tool you can use immediately you leave class.

Accountability:

One of the first orders of business is to create your own action plan. We coach you on developing your plan, and hold you to your action plan with regular check-ins and accountability calls. We believe it's what you do with what you learn that makes the difference.

3

INFORMATION IN DIFFERENT WAYS

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The program is a mix of face-to-face meetings, online learning, accountability coaching calls and action planning.

Practical Application:

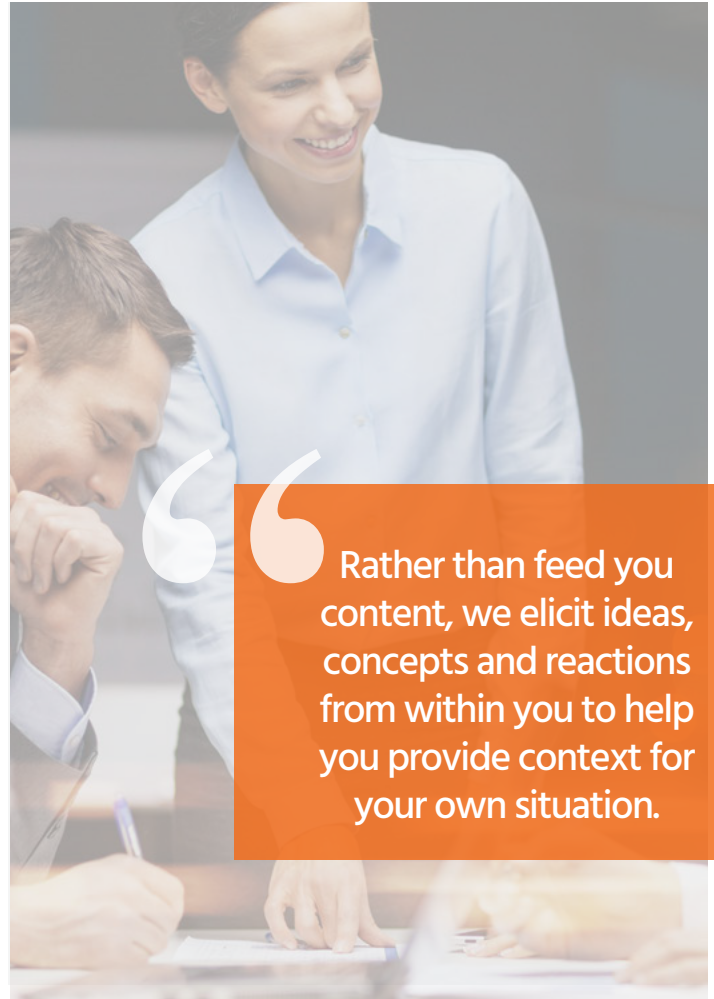
Our face-to-face workshops are high-energy, interactive and packed with valuable information, tools and techniques that can be implemented immediately.

Engagement & Networking:

We incorporate YouTube clips, small group activities, case studies and walking poster tours. Participants are part of an elite cohort; like-minded and focused on increasing their leadership capacity. The formats enable participants to form unbreakable bonds and networking opportunities.

Action-Planning:

Each participant has an Individual Development Plan (IDP) that doubles as their action plan. At INTRINSIC, we believe in working from the inside out. Rather than feed you content, we elicit ideas, concepts and reactions from within you to help you to provide context for your own situation. Hence our name, **INTRINSIC**, meaning from within.



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4

CREDIBLE MATERIALS & FACILITATORS



Challenging:

Throughout the program, our participants are challenged to search within themselves for answers that will help them to unleash their true potential.

Reputable Assessments:

We use respected names in the learning and development industry, such as Korn Ferry/The Hay Group, Thomas Kilmann, Kolbe, DiSC, Firo-B, StrengthsFinder and others for psychometric assessments

Experienced Facilitators:

Our facilitators have a minimum of a master's degree and several years of work experience across several industries. Our program has a proven, evidence-based track record of success

Trusted Sources:

We use proven concepts from trusted sources such as:

- Dr. Stephen Covey (7 Habits of Highly Effective People)
- Jim Kouzes and Barry Posner (The Leadership Challenge)
- Daniel Pink (Drive)
- John Kotter (The Heart of Change)
- Simon Sinek (Start with Why)

5

SUSTAINABLE LEARNING

Proven Framework:

Our program philosophy emphasizes learning sustainment. It's important for participants to internalize their learning and apply it in the workplace. We provide a proven framework for success that includes:

- Small-size workshops where participants can ask questions and interact with their peers
- Individual development plans that double as Action Plans for accountability calls
- Targeted coaching calls to ensure participants are on track
- Online learning between modules to increase understanding of key concepts
- Use of multiple learning modes - YouTube clips, case studies, role playing, poster tours etc.
- A customized learning platform packed with leadership and learning content such as podcasts, articles, tools, templates and checklists, all designed to put answers at your fingertips

Incremental Approach:

Our unique staircase learning approach encourages participants to learn incrementally at an accelerated pace with a solid supporting framework.

Freedom of Choice:

Participants choose “a la carte” which sustainable actions work best for their learning style and unique situation.

THE STAIRCASE TO SUCCESS

Pre-Acceptance Interview:

- **Goal-Setting:** Strategy call to determine your goals from the program
- **Action Planning:** If accepted, schedule your first coaching call to begin crafting your action plan
- **Online Orientation:** Navigate our member site and program schedule

Module Components:



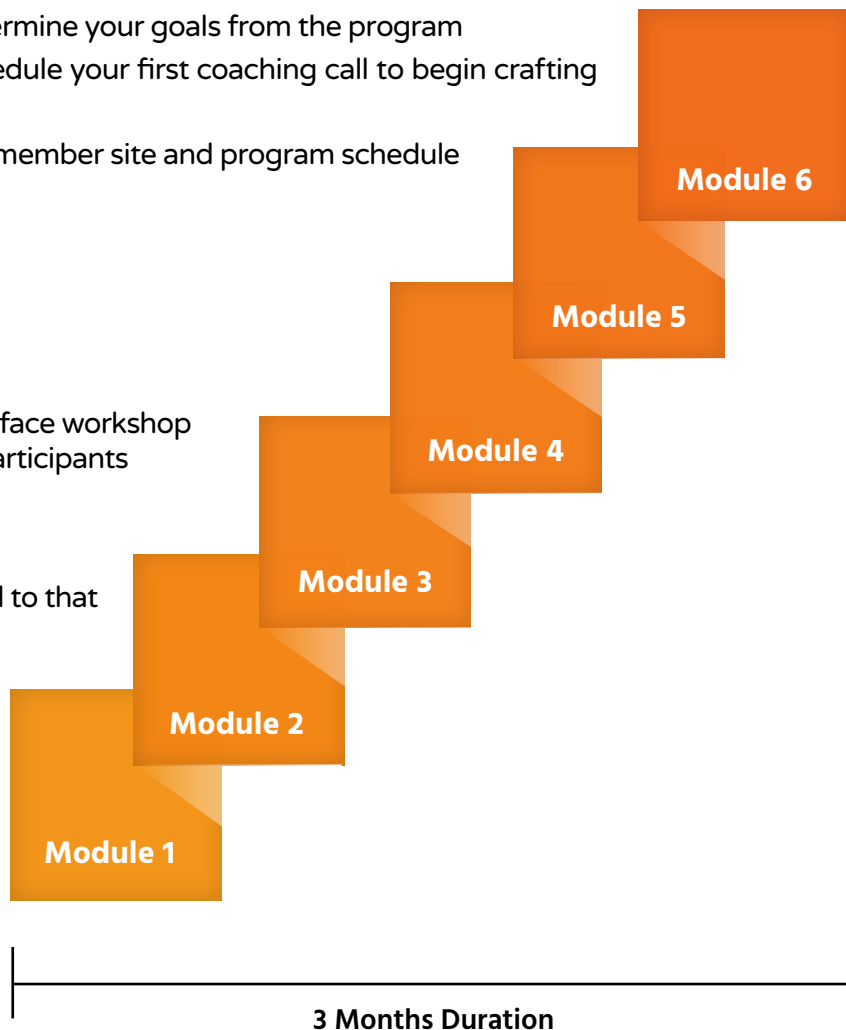
One five-hour face-to-face workshop in a cohort of 12-15 participants



Online learning related to that module's topic area



Coaching calls to supplement the action plan



Meet INTRINSIC Talent Solutions



INTRINSIC Talent Solutions LLC is a Portland-based consultancy focused on Succession Management, as well as Leadership, Talent and Competency Development. We empower organizations from within by providing the knowledge, experience and expertise to solve your pressing talent challenges.