



Can You Afford the Risk of Failure?

When a business is not meeting its objectives, it can create stress among employees, customers, investors, lenders, board members, and/or family and friends. It can sometimes be accompanied by a personal sense of loss of self-esteem, money, and/or social status.



The fall-out from a failure also seems to be magnified when you have tried to fix your problems at least once and have not gotten the results you needed or expected.

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Then there are the out-of-pocket costs of *the fix*, such as hiring and then replacing a CEO, COO or Division GM. These can easily exceed \$2 million.



Even greater are the hidden costs to an organization of a leader who fails to identify and execute against the strategic imperatives facing a business such as growth, profitability, launching new products, and hiring and retaining top talent.





Setting Leaders Up For Success

We help CEOs, other executives, and their teams who are feeling anxious about the pressure they're under to make an impact on their businesses.

- That *impact* is usually accelerating growth, improving profitability, and/or increasing customer retention.
- The *pressure* is almost always the short amount of time that's been given to deliver results.

And if you're new in the role, there's another challenge you face -- 40%-50% of C-level executives fail, quit, or are pushed out within 18 months of starting their jobs¹.

What is Setting Leaders Up For Success?

- A suite of comprehensive strategic, business, and operations diagnostics that reveal blind spots misperceptions, and areas that require attention.
- A collection of structured, disciplined, and data-driven proprietary tools for strengthening an individual, a team, and a company.
- Tools covering leadership, culture, core operations, and client loyalty that allow a CEO and his or her team to make a bigger impact, sooner than expected.
- Processes designed and facilitated by C-level executives who have walked in your shoes and are going to tell what you need to hear, not what you want to hear.
- Tools that deliver roadmaps of quantified initiatives for creating long-term, sustainable value.

Because it's lonely at the top, we'll meet with you each month for the first year you are in the job. We'll be there as a peer-to-peer sounding board to help you avoid, minimize and/or recover from leadership landmines and career derailers. We'll also provide hands-on support to help you implement your value enhancement plans (when requested).

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¹ Heidrick & Struggles International, Inc.and Corporate Executive Board

Sample Process	ess	Sample Process	Assess / /	Assess / Act / Accelerate
Understand the	Understand the Leadership and the Culture	the Culture		
Conduct the 6-hour,	Risk & Quality Diagnostic)iagnostic		
Effective Leaders With Courage				
Program for leaders	1-2 day-long meetings with the leadership	Identity Opportunities & Issues	unities & issues	
(includes the Effective Leaders	team, as a group	Meet with the leader and his or her team to	Prioritize Opportunities	rtunities
With Courage Self- Assessment)	Review and agree on the ratings for key	build and agree on a SWOT analysis	Review with leadership team	Implement Plan
E-survey a broad spectrum of employees about organization's culture	business processes including: leadership, planning, people, sales, marketing, operations, finance_ and legal	(strengtns, Weaknesses, Opportunities, and Threats)	quantified list of initiatives to accelerate growth, improve profitability, and/or enhance	Monthly meetings with Value Drivers for 12 months as a sounding board and support for
Understand the overall working	ווומוועב, מווע וכצמו	Obtain input from several groups of	business value	and maintaining
Identify the unwritten norms and		employees to understand their perspectives	Agree on a few initiatives to be funded and focus on	ווטוופורמווי
rules governing				
employee				
interactions and				
workplace practices				

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