

Propel Your **Culture** with Positive **Accountability**



Transform **the way people think and act** to deliver game-changing **results.**

(your culture)

(our focus)

Our mission is your mission.



“Year after year, our clients attribute their success to our help in building an accountable culture focused on results. As our curriculum and methodologies get embedded into their processes and systems, we become a long-term partner in accomplishing the mission of their organization.”

- **Roger Connors and Tom Smith**
Founders, Partners In Leadership

Decades of Dramatic Success

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Will Your Company Achieve Operational Excellence?

Companies that systematically and intentionally shape a Culture of Accountability® reach operational excellence far faster than those that don't. A thriving company culture elevates engagement at every level of the business, producing results that create a meaningful competitive advantage.

Not every company reaches this level of excellence. According to our research, communication and alignment around priorities is in decline. Only 15% of organizations say their key organizational objectives are clearly defined such that employees at all levels can engage.

The result of this misalignment?

- Widespread confusion over strategic initiatives.
- Significant under-performance.
- Failure to meet plan.

Some businesses have cracked the code on creating and sustaining a thriving culture to support their talent, growth, and results.



What are they doing differently?

Can you achieve the results you need to achieve if you and your team continue to think and act the way you do today?



64% of respondents say feedback occurs only when things go wrong or doesn't happen at all.¹



85% of employees aren't sure what their organization is trying to achieve.¹



54% of respondents reported poor vertical alignment (C-Suite strategy not clearly translated down to the department level).²

1. 2014 Partners In Leadership *Workplace Accountability Study*

2. 2014 Palladium Group *Global State of Strategy and Leadership Survey*

[Positive] **Accountability** Is the Answer

Great leaders know that positive accountability creates a culture of trust, engagement, and exceptional operational performance. When employees can count on one another, team members become invested in the company's success—and feel rewarded for their work. In short, accountability is key to a more effective and happy workforce.

The first step to shaping a Culture of Accountability is radically re-imagining what accountability really is. In *The New York Times* bestselling book *The Oz Principle*, we defined accountability as:

ac·count·a·bil·i·ty

noun

A personal choice to rise above one's circumstances and demonstrate the ownership necessary for achieving desired results.

Rather than reactive or punitive measures, positive accountability proactively champions individuals and teams, recognizing them for their good work and encouraging everyone to work together to hit performance targets.

Survey results:



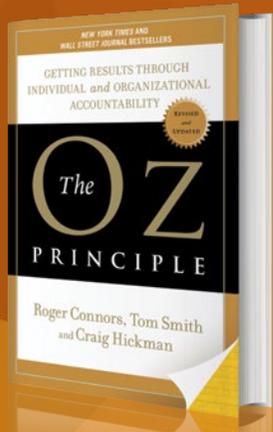
80% of workers view accountability as punishing.

2014 Partners In Leadership
Workplace Accountability Study

Focused on Results

We have decades of experience working with large-scale enterprise-wide culture transformation initiatives, as well as smaller, strategic training efforts that touch a targeted population. In every engagement, the focus is always on *your* results. Apply our #1 award-winning solutions to build accountability, leadership, and a culture that accelerates your advancement to operational excellence and ability to achieve desired results.

| Accountability Builder™ | Lead Culture™ | Leadership Builder™ | Solution |
|--|---|--|---------------------------|
| The top three results for the organization | Long-term results and growth objectives | Establishing and managing expectations | Focus |
| You need people to take accountability for achieving organizational results. | You need a culture that is aligned around your long-term strategic objectives and can achieve them. | You want an energized workforce where employees are winning at key tasks and initiatives, causing the organization to win. | When do I need it? |
| People take ownership to close Accountability Gaps affecting the Key Results™. | A Culture of Accountability® where people think and act in the manner necessary to achieve desired results. | People holding others accountable to achieve Key Expectations™ (where not delivering is not an option). | Outcome |



Accountability Builder™

Speeding up change with greater individual and organizational accountability.

Instill positive accountability across all levels of your workforce with Accountability Builder, powered by *The New York Times* bestselling book, *The Oz Principle*. At the core of this solution is the insightful Steps To Accountability® model that has been embraced by top-performing organizations all over the world as the definition of being fully accountable. Accountability Builder sparks motivation, ownership, and innovation, showing people how to work Above The Line® to assume responsibility, envision results, and take action to achieve them.

Apply Accountability Builder when:

- 1 You need people to take ownership for improved results.
- 2 You want people to take personal accountability to close Accountability Gaps related to your Key Results.

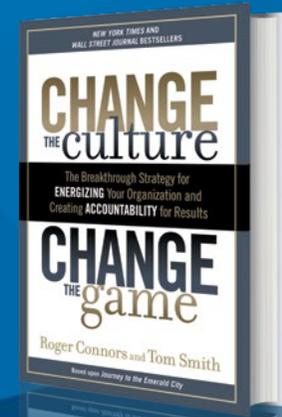
- Leaders define and get clear around the Key Results they need everyone taking accountability to deliver.
- Teams gain awareness, alignment, and accountability to deliver the Key Results.
- Individuals leverage a proven framework and an empowering definition of accountability.
- Training, coaching, and daily application create a powerful skill set for individuals, teams, and organizations.

Lead Culture™

Taking organizations from where they are now to where they want to be.

Accelerate culture change by creating alignment and accountability for the change effort and get real traction around achieving your Key Results. Leverage our award-winning Lead Culture solution, powered by *The New York Times* bestselling book *Change the Culture, Change the Game*, to shape your culture with a proven blend of strategic hands-on consulting services and scalable training approaches. Lead Culture works because it gets to the **root of culture**: the beliefs held throughout the organization and the experiences that form those beliefs.

- Define the shift you need to make in the way people think and act to achieve desired results.
- Capture and articulate those shifts into Cultural Beliefs® that guide the change process.
- Create alignment around Key Results and Cultural Beliefs.
- Instill greater accountability at every level of the company to speed up the change, and then retain and sustain the needed change over time.



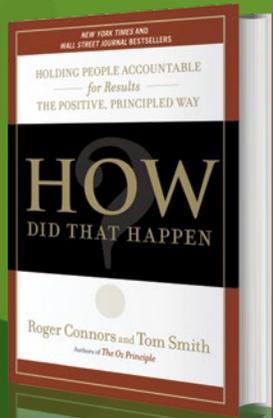
Apply Lead Culture when:

1

You want to accelerate culture change to yield real traction around results.

2

You need teams to take accountability to accelerate the culture change and think and act in the manner necessary to achieve results.



Leadership Builder™

Hold others accountable for results the positive, principled way.

Master our proven method of establishing and managing expectations to ensure delivery—all while strengthening morale. We call it the “positive, principled way.” This award-winning leadership training, powered by *The New York Times* bestselling book *How Did That Happen?*, energizes your workforce by engaging employees in a way that allows them to win and causes your organization to win. Leadership Builder gives leaders the ability to hold others accountable for results and also prepares future talent in your organization to effectively manage and execute expectations.

- Create positive accountability
- Manage unmet expectations
- Improve performance
- Accelerate communication
- Boost employee morale

Apply Leadership Builder when:

1 You need people to hold others accountable to deliver on important tasks and initiatives.

2 You want to engage employees in key initiatives that allow them to win—and that cause your organization to win.

Training

It's Your Choice

We offer several **accountability training** and **culture consulting** services so you can choose what's best for you. Move your organization toward greater accountability, engagement, and results **now**.



Consulting



Dynamic Accountability Training[®]



1-Day Public Workshops

Our live event workshops, which take place across the United States, are hands-on, high-impact events for teams and individuals. Workshop participants gain the understanding and tools necessary for creating greater accountability in their organizations.

- Understand and apply the Steps To Accountability[®]
- Discover how to stay Above The Line[®] and avoid the blame game
- Learn from success stories of our Fortune 500 clients



Keynote Presentations

Make your next event extraordinary. Whether you are planning an executive retreat or need a dynamic keynote speaker for your annual conference, our Speakers Bureau can provide you with the right presenter—from *The New York Times* bestselling authors, researchers, and workplace accountability and culture experts.

Training Deployment

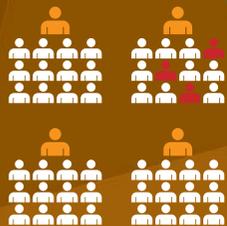


Assessments

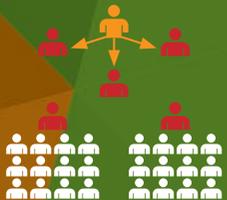
Individual



PIL-Facilitated Workshops



Client Facilitator Certification & Workshops



1-Day Public Workshops



Digital Tool Deployment





On-site Workshops

Onsite, facilitator-led workshops accelerate and positively impact participants' daily work—more than any other training methodology. The workshop format allows flexible delivery in a one-day, two-day, or even half-day session led by accountability experts who carefully tailor the curriculum to match your specific needs.

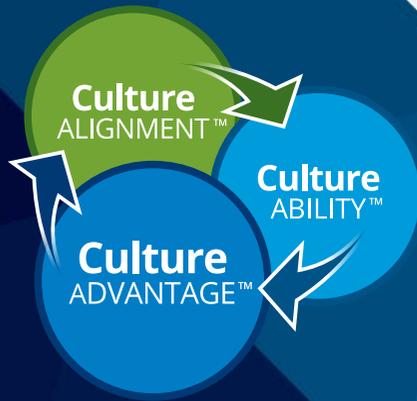


Internal Facilitator Training

Get certified to deliver our world-class training in your organization—the flexible and cost-effective alternative to our in-house training services.



Expert Culture Consulting



The Culture Lifecycle

For sustainable growth, we advance organizations through three stages of the culture lifecycle to ultimately create a competitive advantage in both achieving results and managing culture.



Corporate Key Results™ Executive Planning

Do KPIs overload your strategy, leading to poor vertical alignment? How well do your employees understand the top three to four results you need to achieve? Let us take you through our systematic process to identify, define, and prioritize the top Key Results essential to your organization's success.



Executive Coaching

People, relationships, organizations, and behavioral change are what our executive coaches know best. They bring unique, proven methodologies to one-on-one sessions, focusing executives on creating and sustaining team alignment and momentum; the most impactful way to persuade, influence, and hold others accountable; and how to establish and manage expectations.



Company Cultural Beliefs® Executive Planning

A major impediment to culture change are the beliefs rooted in your current culture. To break through this barrier, we work with executive leadership to establish strategic, meaningful Cultural Beliefs. The resulting belief set focuses the change effort and keeps it on target.



Organizational Alignment

The results you want will change from year to year, and your culture needs realignment to support your new goals. We help leaders monitor the alignment of a team; understand if the results you're achieving are still the results you want; and examine whether your processes are accomplishing your Key Results.

Culture Consulting Process



Assessments



Senior Leadership Team Workshops

Key Results



Cultural Beliefs



Facilitator Certification



Cultural Foundation Roll-out



Executive Coaching



Integration Meetings

Integration

✓ Agendas

✓ Reporting

✓ Communication



Digital Tool Deployment



Global Delivery

As an international provider of Accountability Training® and Culture Change services, our consultants and expert facilitators across the world have enabled thousands of companies and millions of people to achieve operational excellence and dramatic results. Our #1 award-winning content and *The New York Times* bestselling books have been translated into numerous

languages—easily adapted to language-specific needs and country-specific requirements. We offer expanded global delivery capability through DOOR International, our Exclusive Authorized International Representative. DOOR has representation in 100 countries around the world with hundreds of expert facilitators, consultants, and coaches.





Partners In Leadership delivers training and consulting worldwide, including Kuala Lumpur, Malaysia (pictured).

Award-Winning Results

After discovering department silos and misalignment around results, Redstone Federal Credit Union (RFCU) engaged Partners In Leadership to help them shape their culture for better results. Our client has since experienced breakthroughs in cross-collaboration and strategic alignment, surpassing its previous metrics and achieving maximum-tier goals.

- Loan Growth: **960.63%**
- Employee Growth: **107.70%**
- Non-Interest Income Growth: **52.19%**
- Community Involvement Growth in Contributions: **1,567.84%**
- Cash-back Rebate Growth: **6,688.79%**
- Total Member Giveback Growth: **1,218.92%***

This transformation earned RFCU the **Platinum Award** for Best Achievement in Organizational Operational Excellence at the 2018 Business Transformation and Operational Excellence World Summit (BTOES) and the **Ruby Award** for Excellence in Accountability, Leadership, and Culture, the highest award presented at The Ozzies™ Awards 2017.

* This number is in addition to Dividends paid on deposits and equates to 40+% of Net Income given back to RFCU members!



More Client **Successes**

Revenues and Profitability

- **7,000% return** on equity investment; most successful “split-off” in Wall Street history
- **Tripled sales** with only a 20% increase in staff
- **200% increase** in profit margin within 18 months
- **15% year-over-year increase** in sales contracts
- **145% increase** in teller referrals; 155% increase in booked sales

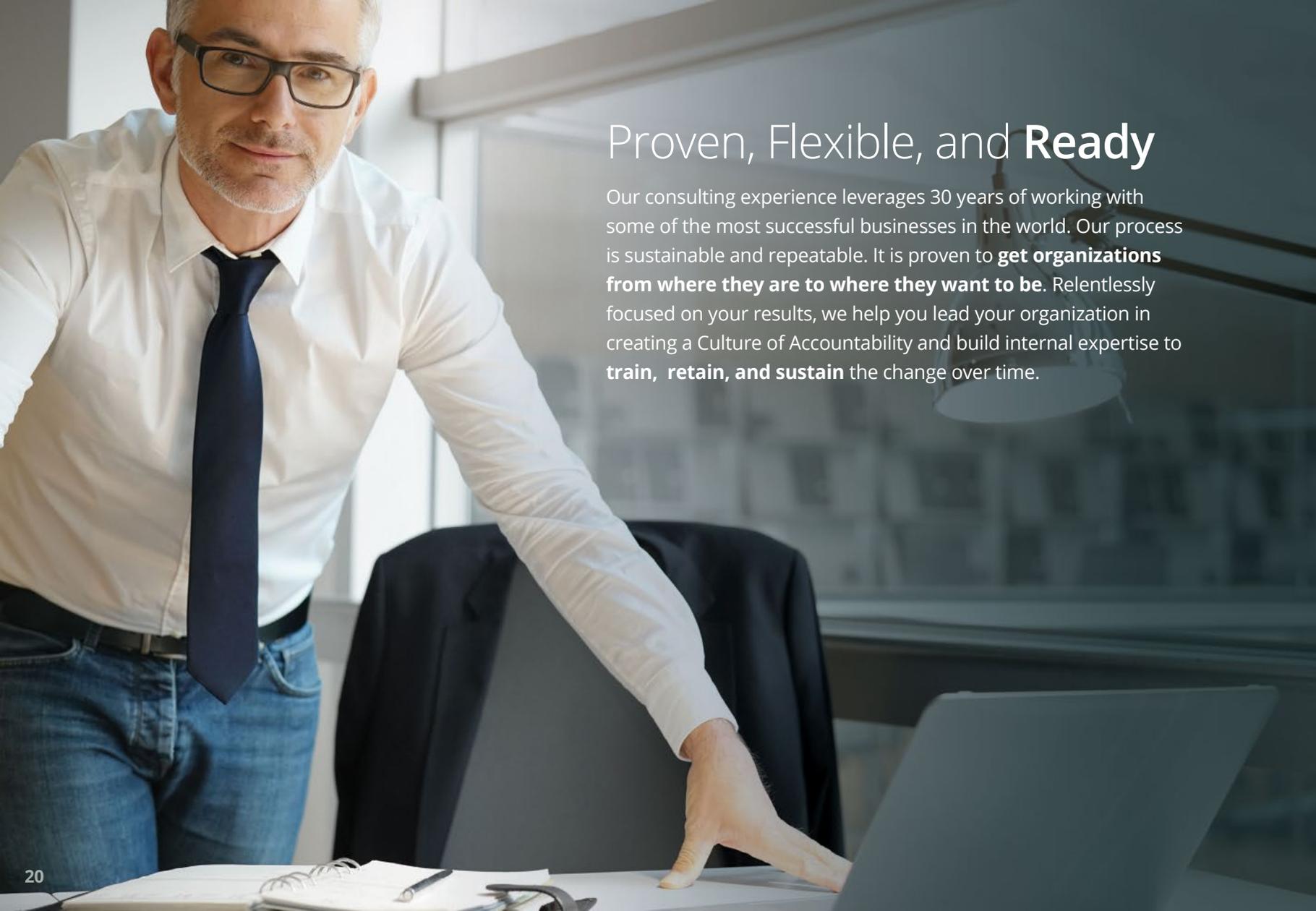
Implementing Key Initiatives

- **Most successful product launch** in the company history, resulting in the top-selling drug in the world
- **14 new products** in 14 months
- **95% of lots manufactured** right the first time (up from 80%)
- **On time, on budget IT implementation** of SAP (first ever)
- **29% improvement** in annual HR survey

Operating Efficiency

- **57% reduction** in call center times within 111 days
- **30% reduction** in administrative costs
- **20% positive variance** over budget in ROE
- **81% reduction** in days lost due to injury
- **\$5 million reduction** in costs

**Actual results achieved by
Partners In Leadership clients.**



Proven, Flexible, and **Ready**

Our consulting experience leverages 30 years of working with some of the most successful businesses in the world. Our process is sustainable and repeatable. It is proven to **get organizations from where they are to where they want to be**. Relentlessly focused on your results, we help you lead your organization in creating a Culture of Accountability and build internal expertise to **train, retain, and sustain** the change over time.

Executive **Acclaim**

"You can create an amazing strategic plan, however culture is the engine that drives strategic objectives and performance. It is the greatest tool for achieving organizational success—you need your people aligned and a culture that supports it to achieve results."



Joe Newberry
CEO
Redstone Federal
Credit Union

"PIL's fundamental principles never waver. In fact, their simple, deliberate approach to managing culture accelerates a transformation in the way people think and act, producing a remarkable impact on corporate results."



Julie Gerberding
President
Merck Vaccines

"From the top all the way to each restaurant team member, PIL enabled the idea that everyone could impact our four Key Results. When you get 100,000 people to buy in to that idea, you have alignment...and you can't point the finger because you own the most important results in the organization."



Doug Brooks
Former Chairman
Brinker International

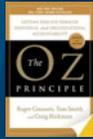
The Culture of Accountability® People

For three decades, Partners In Leadership has delivered a proven, award-winning, impactful, and sustainable approach to creating a Culture of Accountability in organizations of any size. We are accountability evangelists, accountability champions, and accountability thought leaders. Accountability is pervasive in our training, our own company culture, our language, and beyond. It's more than a means to an end. It defines us.



Award-winning solutions

Groundbreaking books



The Oz Principle

Redefine personal accountability and leverage it to achieve organizational results.



Change the Culture, Change the Game

Create competitive advantage by building a Culture Of Accountability® to achieve your organizational results.



How Did That Happen?

Examine the other side of the accountability coin—holding others accountable—and doing it while increasing morale.



Fix It

Get accountability right with this first-of-a-kind, customized approach to troubleshooting organizational, individual, and team issues.



Results Revolution

Achieve what matters most in your organization, your team, your life.

Let's Get **Started!**

Join leaders across the globe who are achieving dramatic results by creating a Culture of Accountability. Contact us today to request a **free consultation** with one of our experts.

800.504.6070

partnersinleadership.com



Be sure to request the latest edition of *The Edge*, our 80-page journal for executive leaders.

Transforming the way people think and act
to deliver game-changing results.



The Culture of Accountability® people.

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