

# Leadership Solutions to Serve You



THE L GROUP  
*Leadership at every level.*

## The Firm

**The L Group** is a consulting firm that has been serving leaders and leading organizations since 1999.

Our logo contains three aligned L's representing the three integrated levels of leadership:

- Personal Leadership
- Team Leadership
- Organization Leadership.

We are a how-to firm that equips and inspires leaders at every level with:

- Practical consulting and coaching,
- Actionable books and tools,
- Engaging presentations and training.



All of our solutions are based on **proprietary, field-tested models** designed to boost business results through better leadership, execution and engagement. These models are highlighted in 13 leadership books we have written that have been translated into 10 languages.



## Services



**Consulting:** Our top-notch consultants deliver cut-through-the-clutter insights that drive results for your team.



**Executive Coaching:** Our advisors help executives boost team and personal performance.



**Speaking:** Engage your team with passionate delivery and equip them with practical tools.



**Resources:** Rapid-read books, multi-media training tools and leadership assessments.



**Training:** Rely on our certified facilitators (English or Spanish speaking) or use our just-add-water training kits for internal delivery.

[theLgroup.com](http://theLgroup.com)

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## Solutions

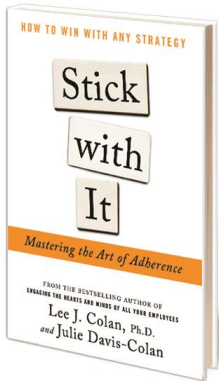

We design and implement a wide range of customized solutions that help:

- **PLAN** your Growth
- **EXECUTE** your Plans
- **ENGAGE** your Team
- **ELEVATE** your Leadership
- **DESIGN** your Culture
- **ASSESS** your Organization
- **EQUIP** your Organization.

The following pages highlight our solutions, field-tested models and practical tools for tackling today's leadership challenges.

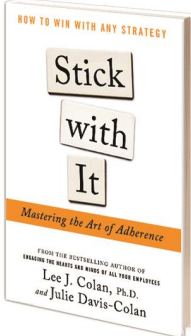
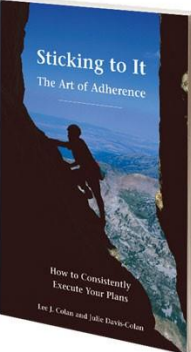




## Solution #1: PLAN your Growth

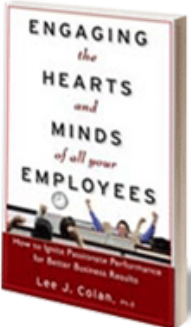
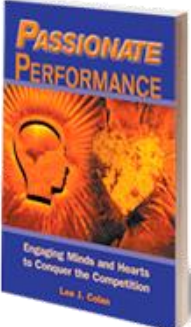
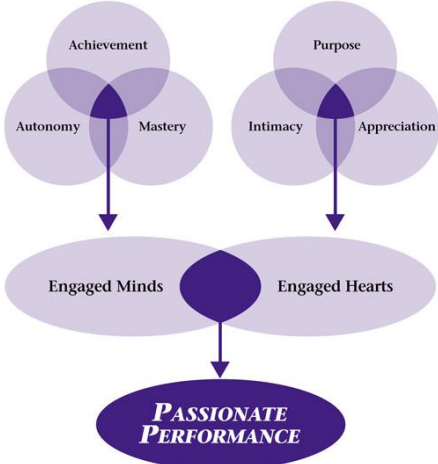

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> <li>➤ Poor organizational focus and alignment.</li> <li>➤ Diffused line of sight to the organization's most important goals.</li> <li>➤ Conflicting priorities.</li> <li>➤ Organizational indigestion - struggling to digest new growth, markets, products, or people.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Create a compelling plan</li> </ul> <p><i>As featured in...</i></p>  	<div style="text-align: center; font-size: 48px; font-weight: bold; color: blue;">6Q</div> <p>Answer the <a href="#">6 Simple Questions</a>:</p> <ol style="list-style-type: none"> <li>1. Why do we exist?</li> <li>2. Where are we going?</li> <li>3. How will we conduct ourselves?</li> <li>4. What will we do (and not do)?</li> <li>5. How will we measure our success?</li> <li>6. What improvements or changes must we make?</li> </ol>	<p><u>Approach:</u></p> <ul style="list-style-type: none"> <li>➤ Design and facilitate answering of the 6 questions in a two meetings.</li> <li>➤ Deliver a concise, compelling plan to communicate to the Board and to employees.</li> </ul> <p><u>Tools:</u></p> <ul style="list-style-type: none"> <li>➤ Story boarding</li> <li>➤ Graphic facilitation</li> <li>➤ High-impact exercises.</li> </ul>	<ul style="list-style-type: none"> <li>➤ An executable plan.</li> <li>➤ Clear, aligned thinking at the executive level.</li> <li>➤ Sharpened organizational focus.</li> <li>➤ Simply stated values with supporting behaviors to measure and manage to.</li> </ul>



## Solution #2: EXECUTE your Plans

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> <li>➤ Reduced profit margins and revenue.</li> <li>➤ Low accountability for results.</li> <li>➤ Increasing rework.</li> <li>➤ Reduced product or service quality.</li> <li>➤ Slower decision making and reaction to market changes.</li> </ul>	<p>➤ Master the Art of Adherence</p> <p><i>As featured in...</i></p>  	 	<p><u>Approach:</u></p> <ul style="list-style-type: none"> <li>➤ Assess Adherence</li> <li>➤ Equip &amp; Engage</li> <li>➤ Launch</li> <li>➤ Coach &amp; Align</li> <li>➤ Measure &amp; Realign</li> </ul> <p><u>Tools:</u></p> <ul style="list-style-type: none"> <li>➤ <a href="#">Adherence Assessment.</a></li> <li>➤ 12 tools and templates to support the three components of the Adherence Equation.</li> <li>➤ <a href="#">Accountability workshop.</a></li> <li>➤ Consulting.</li> <li>➤ 1-on-1 Execution Coaching.</li> </ul>	<p>Measured improved business performance as a result of:</p> <ul style="list-style-type: none"> <li>➤ Daily leadership disciplines,</li> <li>➤ An aligned organization,</li> <li>➤ Engaged team,</li> <li>➤ Equipped leaders,</li> <li>➤ High accountability for results.</li> </ul>

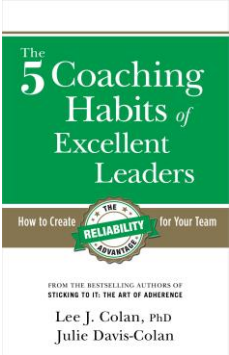


### Solution #3: ENGAGE your Team

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> <li>➤ Good financial results, BUT falling leading indicators (people and process).</li> <li>➤ Low ownership behavior.</li> <li>➤ Low responsibility and accountability.</li> <li>➤ Missed deadlines.</li> <li>➤ Sense of complacency.</li> <li>➤ Finger-pointing.</li> <li>➤ Low morale.</li> <li>➤ Increased turnover.</li> <li>➤ High burnout rates.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ignite Passionate Performance</li> </ul> <p><i>As featured in....</i></p>  	 	<p><u>Approach:</u></p> <ul style="list-style-type: none"> <li>➤ Train leaders to meet the six employee needs.</li> <li>➤ Measure baseline leadership engagement, then at 6 and 12 months later.</li> <li>➤ Reinforcement Series.</li> <li>➤ Align people systems with the six needs.</li> </ul> <p><u>Tools:</u></p> <ul style="list-style-type: none"> <li>➤ <a href="#">180-degree leadership assessment</a> and feedback.</li> <li>➤ <a href="#">Workshop.</a></li> <li>➤ Consulting.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Greater discretionary effort that drives more competitive results (service, speed and quality).</li> <li>➤ Higher retention and engagement levels.</li> </ul>





## Solution #4: ELEVATE your Leadership

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit												
<ul style="list-style-type: none"> <li>➤ Leaders who are leading at a level lower than their titles.</li> <li>➤ Job demands feel overwhelming.</li> <li>➤ Employees are delegating upward.</li> <li>➤ Frustration that team is not doing what you ask them to do.</li> <li>➤ Dysfunctional or underperforming teams.</li> <li>➤ Poor or unclear communication.</li> <li>➤ Unproductive meetings.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Executive Navigation<sup>SM</sup> coaching</li> </ul> <p><i>Navigation guides...</i></p>  	<p><b>The 5 Coaching Habits of Excellent Leaders</b></p> <table border="0" style="width: 100%; text-align: center;"> <thead> <tr> <th style="text-decoration: underline;">Habit</th> <th style="text-decoration: underline;">Result</th> </tr> </thead> <tbody> <tr> <td>1 <b>EXPLAIN</b> Expectations</td> <td>Alignment</td> </tr> <tr> <td>2 <b>ASK</b> Questions</td> <td>Engagement</td> </tr> <tr> <td>3 <b>INVOLVE</b> Team</td> <td>Ownership</td> </tr> <tr> <td>4 <b>MEASURE</b> Results</td> <td>Accountability</td> </tr> <tr> <td>5 <b>APPRECIATE</b> People</td> <td>Commitment</td> </tr> </tbody> </table> 	Habit	Result	1 <b>EXPLAIN</b> Expectations	Alignment	2 <b>ASK</b> Questions	Engagement	3 <b>INVOLVE</b> Team	Ownership	4 <b>MEASURE</b> Results	Accountability	5 <b>APPRECIATE</b> People	Commitment	<p><u>Approach:</u></p> <ul style="list-style-type: none"> <li>➤ <b>Assess</b> leadership style.</li> <li>➤ <b>Identify</b> desired personal and business results.</li> <li>➤ <b>Plan</b> specific actions for 180-days to achieve desired results.</li> <li>➤ <b>Execute</b> the plan with bi-weekly calls plus <u>24/7 access to coach</u>.</li> </ul> <p><u>Tools:</u></p> <ul style="list-style-type: none"> <li>➤ Multi-rater assessments.</li> <li>➤ <i>The 5 Coaching Habits of Excellent Leaders</i></li> <li>➤ <i>Leadership Matters</i>.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Measured leadership and business improvements.</li> <li>➤ Help with any other business challenges that arise with 24/7 access to advisor during the entire engagement.</li> </ul>
Habit	Result															
1 <b>EXPLAIN</b> Expectations	Alignment															
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## Solution #5: DESIGN your Culture


Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> <li>➤ Perceived hypocrisy about policies vs. practices.</li> <li>➤ Managers looking for behavior X while reinforcing behavior Y.</li> <li>➤ Higher turnover.</li> <li>➤ Lower engagement.</li> <li>➤ Growing employee cynicism.</li> <li>➤ Lack of ownership behavior.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Culture Systems Alignment</li> </ul>	<p style="text-align: center;"><b>CULTURE = BEHAVIOR</b></p> <p>The question is which behaviors?</p> <p>Every organization has a culture by default, few have a culture by design.</p>	<p><u>Approach:</u> Design these culture systems to reinforce behaviors to support your strategy:</p> <ol style="list-style-type: none"> <li>1. Values</li> <li>2. Rules / policies</li> <li>3. Goals / measures</li> <li>4. Rewards</li> <li>5. Staffing / selection</li> <li>6. Development</li> <li>7. Ceremonies</li> <li>8. Decision making</li> <li>9. Communications</li> <li>10. Physical environ.</li> <li>11. Structure</li> </ol> <p><u>Tools:</u></p> <ul style="list-style-type: none"> <li>➤ Systems review</li> <li>➤ Team interviews</li> <li>➤ Direct observation</li> </ul>	<p>Aligned team behavior and culture systems with:</p> <ul style="list-style-type: none"> <li>➤ your business strategy (<i>vertical alignment</i>)</li> <li>➤ other culture systems so they are not contradicting (<i>horizontal alignment</i>).</li> </ul>



## Solution #6: ASSESS your Organization

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> <li>➤ Business growth is putting a strain on roles, systems, processes and skills.</li> <li>➤ Not being able to keep up with growth.</li> <li>➤ Concerns that organizational capabilities might not be able to scale with business growth</li> </ul>	<ul style="list-style-type: none"> <li>➤ 5-Point Check-up</li> </ul>	<div style="text-align: center;">  </div> <ol style="list-style-type: none"> <li>1. Process / Systems</li> <li>2. Roles / Structure</li> <li>3. Skills / Knowledge</li> <li>4. Leadership</li> <li>5. Culture</li> </ol>	<p><u>Approach:</u></p> <ul style="list-style-type: none"> <li>➤ Collect data and observe people at work.</li> </ul> <p><u>Tools:</u></p> <ul style="list-style-type: none"> <li>➤ Mini-survey.</li> <li>➤ Team interviews.</li> <li>➤ Documentation review.</li> <li>➤ Operational observation</li> </ul>	<ul style="list-style-type: none"> <li>➤ 120-day Road Map with prioritized actions, resources and timing needed to sustain growth.</li> </ul>

## Solution #7: EQUIP your Organization

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> <li>➤ Leaders not delegating or developing new leaders.</li> <li>➤ Under-performing, disengaged teams.</li> <li>➤ Lack of talent bench strength.</li> <li>➤ Low accountability.</li> <li>➤ Inconsistent execution.</li> <li>➤ Low collaboration across teams.</li> <li>➤ Unclear, inconsistent communication.</li> </ul>	<p>Deliver <a href="#">our high-impact workshops</a> that are:</p> <ul style="list-style-type: none"> <li>➤ Grounded in our real-world work with clients</li> <li>➤ Based on our proprietary, practical models</li> <li>➤ Fast-paced and engaging.,</li> <li>➤ Immediately actionable back on the job.</li> <li>➤ Supported by best-selling books and tools to reinforce learning and drive results.</li> </ul>	 <p>Each workshop is based on a proven, proprietary model from one of our 13 <a href="#">popular books</a> that have been translated into 10 languages.</p>	<p><u>Approach:</u></p> <ul style="list-style-type: none"> <li>➤ We convert a one-time workshop into an extended learning experience that drives behavior change.</li> </ul> <p><u>Tools:</u></p> <ul style="list-style-type: none"> <li>➤ Pre-workshop <a href="#">self- assessments</a>.</li> <li>➤ Follow-up reinforcement tele-classes and tools.</li> <li>➤ Measurement and accountability process.</li> <li>➤ <a href="#">Coaching support</a> as needed.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Leaders with clear vision, team goals and roles.</li> <li>➤ Culture of accountability.</li> <li>➤ Fully engaged teams.</li> <li>➤ Higher productivity.</li> <li>➤ Better internal and external service.</li> </ul>



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Text “Leadership” to 444-999  
for practical tips and inspiration.