

Leadership Solutions to Serve You



THE L GROUP
Leadership at every level.

theLgroup.com

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



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 15 leadership books we have written that have been translated into 10 languages.



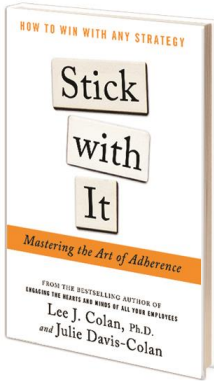

Solutions

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


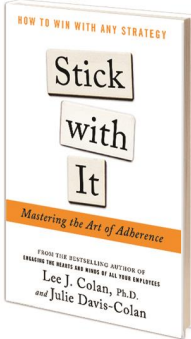
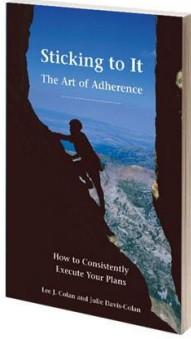

- **PLAN** your Growth
- **EXECUTE** your Plans
- **ENGAGE** your Team
- **ELEVATE** your Leadership
- **DESIGN** your Culture
- **ASSESS** your Organization
- **EQUIP** your Organization.

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

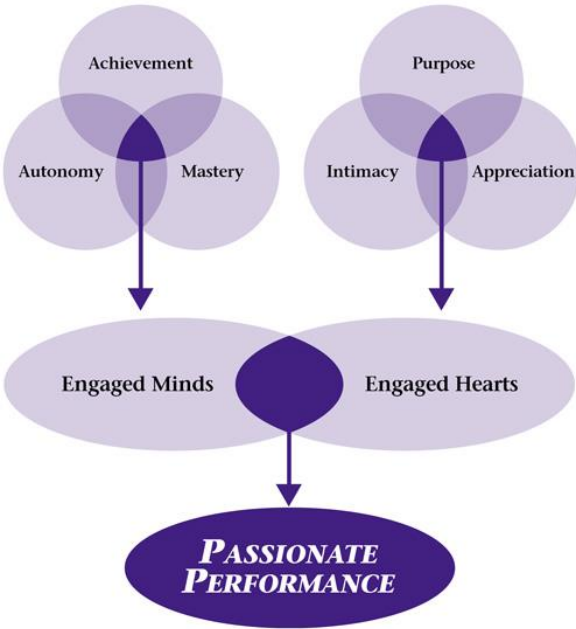
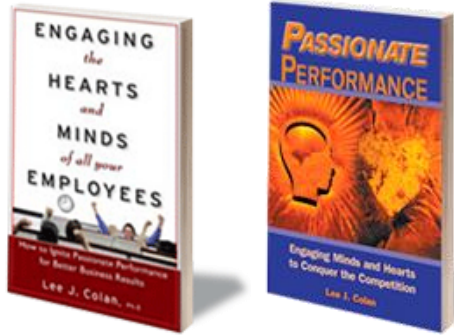

Solution #1: PLAN your Growth

Problem	Solution	Benefit
<ul style="list-style-type: none"> ➤ Poor organizational focus and alignment. ➤ Diffused line of sight to the organization's most important goals. ➤ Conflicting priorities. ➤ Organizational indigestion - struggling to digest new growth, markets, products, or people. 	<p>Answer the 6 Simple Questions:</p> <ol style="list-style-type: none"> 1. Why do we exist? 2. Where are we going? 3. How will we conduct ourselves? 4. What will we do (and not do)? 5. How will we measure our success? 6. What improvements or changes must we make? <p><i>As featured in....</i></p> <div style="text-align: center;">   </div>	<ul style="list-style-type: none"> ➤ An executable plan. ➤ Clear, aligned thinking at the executive level. ➤ Sharpened organizational focus. ➤ Simply stated values with supporting behaviors to measure and manage to.

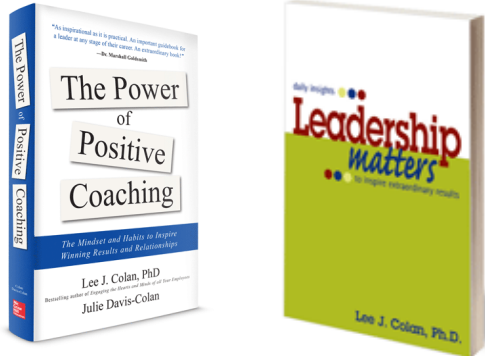

Solution #2: EXECUTE your Plans

Problem	Solution	Benefit
<ul style="list-style-type: none"> ➤ Reduced profit margins and revenue. ➤ Low accountability for results. ➤ Increasing rework. ➤ Reduced product or service quality. ➤ Slower decision making and reaction to market changes. 	<div style="text-align: center;">  <p>As featured in...</p> <div style="display: flex; justify-content: space-around;">   </div>  </div>	<p>Measured improved business performance as a result of:</p> <ul style="list-style-type: none"> ➤ Daily leadership disciplines, ➤ An aligned organization, ➤ Engaged team, ➤ Equipped leaders, ➤ High accountability for results.

Solution #3: ENGAGE your Team

Problem	Solution	Benefit
<ul style="list-style-type: none"> ➤ Good financial results, BUT falling leading indicators (people and process). ➤ Low ownership behavior. ➤ Low responsibility and accountability. ➤ Missed deadlines. ➤ Sense of complacency. ➤ Finger-pointing. ➤ Low morale. ➤ Increased turnover. ➤ High burnout rates. 	<div style="text-align: center;">  <p><i>As featured in....</i></p>   </div>	<ul style="list-style-type: none"> ➤ Greater discretionary effort that drives more competitive results (service, speed and quality). ➤ Higher retention and engagement levels.

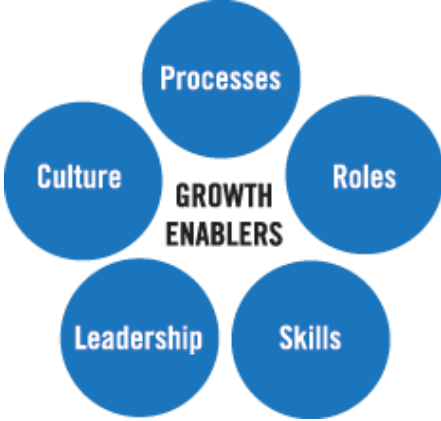
Solution #4: ELEVATE your Leadership

Problem	Solution	Benefit																		
<ul style="list-style-type: none"> ➤ Leaders who are leading at a level lower than their titles. ➤ Job demands feel overwhelming. ➤ Employees are delegating upward. ➤ Frustration that team is not doing what you ask them to do. ➤ Dysfunctional or underperforming teams. ➤ Poor or unclear communication. ➤ Unproductive meetings. 	<div style="text-align: center;"> <h3>The 5 Positive Coaching Habits</h3> <table style="margin: auto; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; padding: 5px;"><u>Habit</u></th> <th style="text-align: center; padding: 5px;">➔</th> <th style="text-align: right; padding: 5px;"><u>Result</u></th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">1 EXPLAIN Expectations</td> <td style="text-align: center; padding: 5px;">➔</td> <td style="text-align: right; padding: 5px;">Alignment</td> </tr> <tr> <td style="padding: 5px;">2 ASK Questions</td> <td style="text-align: center; padding: 5px;">➔</td> <td style="text-align: right; padding: 5px;">Engagement</td> </tr> <tr> <td style="padding: 5px;">3 INVOLVE Team</td> <td style="text-align: center; padding: 5px;">➔</td> <td style="text-align: right; padding: 5px;">Ownership</td> </tr> <tr> <td style="padding: 5px;">4 MEASURE Results</td> <td style="text-align: center; padding: 5px;">➔</td> <td style="text-align: right; padding: 5px;">Accountability</td> </tr> <tr> <td style="padding: 5px;">5 APPRECIATE People</td> <td style="text-align: center; padding: 5px;">➔</td> <td style="text-align: right; padding: 5px;">Commitment</td> </tr> </tbody> </table> <p style="text-align: center; margin-top: 10px;"><i>Coaching guides...</i></p> <div style="text-align: center; margin-top: 10px;">  </div> <div style="text-align: center; margin-top: 10px;">  </div> </div>	<u>Habit</u>	➔	<u>Result</u>	1 EXPLAIN Expectations	➔	Alignment	2 ASK Questions	➔	Engagement	3 INVOLVE Team	➔	Ownership	4 MEASURE Results	➔	Accountability	5 APPRECIATE People	➔	Commitment	<ul style="list-style-type: none"> ➤ Measured leadership and business improvements. ➤ Help with any other business challenges that arise with 24/7 access to advisor during the entire engagement.
<u>Habit</u>	➔	<u>Result</u>																		
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2 ASK Questions	➔	Engagement																		
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5 APPRECIATE People	➔	Commitment																		


Solution #5: DESIGN your Culture

Problem	Solution	Benefit
<ul style="list-style-type: none"> ➤ Perceived hypocrisy about policies vs. practices. ➤ Managers looking for behavior X while reinforcing behavior Y. ➤ Higher turnover. ➤ Lower engagement. ➤ Growing employee cynicism. ➤ Lack of ownership behavior. 	<p style="text-align: center;">CULTURE = BEHAVIOR</p> <p>The question is which behaviors? Every organization has a culture by default, few have a culture by design.</p> <p>Design these culture systems to reinforce behaviors to support your strategy:</p> <ol style="list-style-type: none"> 1. Values 2. Rules / policies 3. Goals / measures 4. Rewards 5. Staffing / selection 6. Development 7. Ceremonies 8. Decision making 9. Communications 10. Physical environ. Structure 11. Organization structure. 	<p>Team behaviors that are aligned with:</p> <ul style="list-style-type: none"> ➤ your business strategy (<i>vertical alignment</i>) ➤ other culture systems so they reinforce each other (<i>horizontal alignment</i>).

Solution #6: ASSESS your Organization

Problem	Solution	Benefit
<ul style="list-style-type: none"> ➤ Business growth is putting a strain on roles, systems, processes and skills. ➤ Not being able to keep up with growth. ➤ Concerns that organizational capabilities might not be able to scale with business growth 	<p style="text-align: center;"><i>5-Point Check-up</i></p> <div style="text-align: center;">  </div> <ol style="list-style-type: none"> 1. Process / Systems 2. Roles / Structure 3. Skills / Knowledge 4. Leadership 5. Culture 	<ul style="list-style-type: none"> ➤ 120-day Road Map with prioritized actions, resources and timing needed to sustain growth.

Solution #7: EQUIP your Organization

Problem	Simple	Benefit
<ul style="list-style-type: none"> ➤ Leaders not delegating or developing new leaders. ➤ Under-performing, disengaged teams. ➤ Lack of talent bench strength. ➤ Low accountability. ➤ Inconsistent execution. ➤ Low collaboration across teams. ➤ Unclear, inconsistent communication. 	<p style="text-align: center;"><i>High-impact Workshops</i></p>  <p>Each workshop is based on a proven, proprietary model from one of our 15 popular books that have been translated into 10 languages.</p> <p>Workshops are:</p> <ul style="list-style-type: none"> ➤ Grounded in our real-world work with clients ➤ Based on our proprietary, practical models ➤ Fast-paced and engaging., ➤ Immediately actionable back on the job. ➤ Supported by best-selling books and tools to reinforce learning and drive results. 	<ul style="list-style-type: none"> ➤ Leaders with clear vision, team goals and roles. ➤ Culture of accountability. ➤ Fully engaged teams. ➤ Higher productivity. ➤ Better internal and external service.



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