

The L Group, Inc. is a consulting firm that has been serving leaders since 1999.

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

- Personal Leadership
- Team Leadership
- Organization Leadership.

We equip and inspire leaders at every level to plan, engage, equip and execute with:

- Cut-through-the-clutter consulting
- Practical, actionable resources and tools
- High-impact training and speaking.

All of our solutions are based on **proprietary, field-tested models** designed to boost business results through better execution and engagement. These models are highlighted in 12 leadership books we have written that have been translated into 10 languages.

The L Group was recognized by HR.com's national listing of [Leadership Excellence Awards](#).



THE L GROUP
Leadership at every level.



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

- **PLAN** your growth
- **EXECUTE** your plans
- **ENGAGE** your team
- **ELEVATE** your leadership
- **EQUIP** your organization.

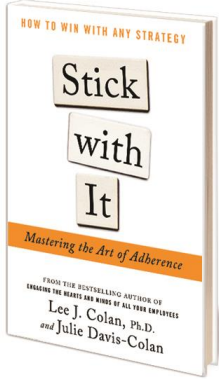
For example, we have helped [leading organizations](#):

- **Define cultural values**, convert them to behaviors and bring them to life.
- **Assess growth-related needs and risks** to ensure sustained growth and a scalable organization.
- **Design and facilitate results-focused planning** for strategy, innovation, product road mapping, collaboration, improved accountability, etc.
- **Develop actionable leadership strategies to more fully engage** the hearts and minds of their teams, yielding higher levels of discretionary effort.

The following pages highlight a few of our *popular solutions* and *proprietary models* 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"> ➤ Poor organizational focus and alignment. ➤ Minimal line of sight to the organization's most important goals. ➤ Conflicting priorities. ➤ Struggling to digest new growth, markets, products, or people. 	<ul style="list-style-type: none"> ➤ Create a compelling plan <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 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><u>Approach:</u></p> <ul style="list-style-type: none"> ➤ Facilitate the executive team to answer the six simple questions in a series of 2 -3 meetings. ➤ Deliverable is a short, concise plan to can be communicated to the Board and to all employees. <p><u>Tools:</u></p> <ul style="list-style-type: none"> ➤ Story boarding ➤ Graphic facilitation ➤ High-impact exercises. 	<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.

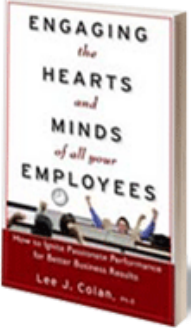
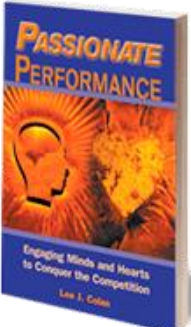
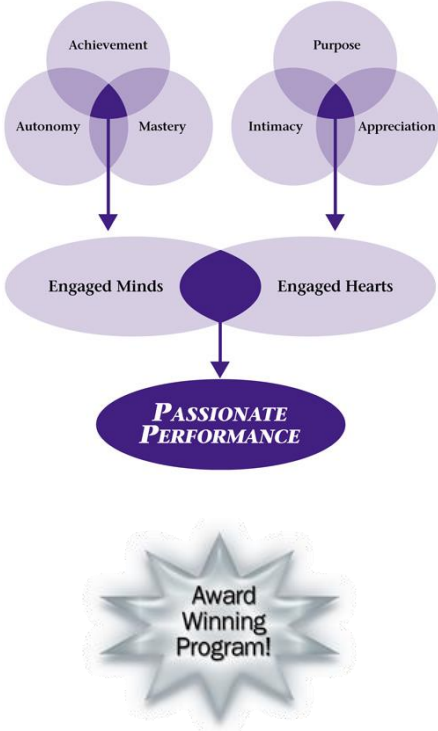


Solution #2: EXECUTE your Plan

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> ➤ Reduced profit margins and revenue. ➤ Lack of accountability for results. ➤ Increased rework / lower quality / slower speed. 	<ul style="list-style-type: none"> ➤ Mastering the Art of Adherence <p><i>As featured in...</i></p> 		<p><u>Approach:</u></p> <ul style="list-style-type: none"> ➤ Assess Adherence ➤ Equip & Engage ➤ Launch ➤ Coach & Align ➤ Measure & Realign <p><u>Tools:</u></p> <ul style="list-style-type: none"> ➤ Adherence Assessment. ➤ 12 tools and templates to support the three components of the Adherence Equation. ➤ Accountability workshop. ➤ 1-on-1 Execution Consulting. 	<ul style="list-style-type: none"> ➤ Measured improved business performance as a results of: <ul style="list-style-type: none"> - Daily leadership disciplines, - Aligned organization, - Engaged team, - Equipped leaders, - High accountability for results.



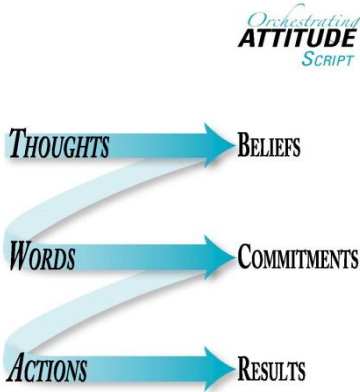


Solution #3: ENGAGE your Team

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> ➤ Good financials but leading metrics (people, process) are down. ➤ Low ownership behavior. ➤ Lack of responsibility and accountability ➤ Missed deadlines ➤ Complacency ➤ Finger-pointing ➤ Low morale ➤ Increased turnover ➤ High burnout rates 	<ul style="list-style-type: none"> ➤ Igniting Passionate Performance <p><i>As featured in....</i></p>  		<p><u>Approach:</u></p> <ul style="list-style-type: none"> ➤ Train leaders to meet the six employee needs. ➤ Measure baseline leadership engagement, then changes at 6 and 18 months. ➤ Reinforcement Series. ➤ Align people systems with the six needs. <p><u>Tools:</u></p> <ul style="list-style-type: none"> ➤ 180-degree leadership assessment and feedback. ➤ Workshop 	<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

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client Benefit
<ul style="list-style-type: none"> ➤ Leaders leading at a lower level. ➤ Dysfunctional teams. ➤ Underperforming teams. ➤ Poor communication / unproductive meetings. 	<ul style="list-style-type: none"> ➤ Executive Navigation <p><i>Navigation guides...</i></p>  	 <p style="text-align: right;"><i>Orchestrated</i> ATTITUDE SCRIPT</p>	<p><u>Approach:</u></p> <ul style="list-style-type: none"> ➤ Interview key stakeholders ➤ Assess leadership style of executive. ➤ Identify necessary personal and business changes. ➤ 180-day plan. ➤ Bi-weekly navigation calls with the advisor. <p><u>Tools:</u></p> <ul style="list-style-type: none"> ➤ DISC and LPI Assessments. ➤ <u>Leadership Matters.</u> ➤ <u>7 Moments... that Define Excellent Leaders.</u> 	<ul style="list-style-type: none"> ➤ Measured leadership and business performance improvement. ➤ Help with any other business challenge that arises with 24/7 access to advisor during the engagement.



Solution #5: EQUIP your Organization

Client Pain	Simple Solution	Proprietary Model	Practical Approach & Tools	Client 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. 	<p>Our high-impact workshops are:</p> <ul style="list-style-type: none"> ➤ Grounded in our real-world work with clients ➤ Based on our proprietary, cut-through-the clutter models ➤ Fast-paced and engaging ➤ Immediately actionable back on the job ➤ Supported by best-selling books and tools to reinforce learning and drive results. 	<div data-bbox="871 560 1312 727" data-label="Image"> </div> <p>Each workshop is based on a proprietary model that is featured in one of our 12 best-selling books that have been translated into 10 languages.</p>	<p><u>Approach:</u> We convert a one-time workshop into an extended learning experience that drives behavior change</p> <p><u>Tools:</u></p> <ul style="list-style-type: none"> ➤ Pre-workshop self-assessments ➤ Follow-up reinforcement series and tools ➤ Measurement and accountability process ➤ Coaching support as needed. 	<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.