

BRIMSTONE PERFORMANCE LEADERSHIP TEAM PROCESS



# DEVELOPING NEXT GENERATION LEADERS WHILE DELIVERING TOP- AND BOTTOMLINE RESULTS

Once a Senior Leadership Team has achieved alignment around the company's business strategies, vision and values, it must confront the critical issues standing in the way of world-class performance and capitalize on the richest opportunities for growth and profitability. In this pursuit, the Senior Team should call on its best and brightest employees—not outside "experts"—to create solutions, and in doing so, provide these key people with coaching, guidance and an unparalleled leadership development opportunity

The Performance Leadership (PL) program is our proven methodology for accelerating an organization's ability to deliver real financial results while simultaneously developing the leadership skills of a core group of change agents. This disciplined approach to rapid change is designed to accomplish the following:

#### 1. ENHANCE THE COMPANY'S FINANCIAL PERFORMANCE

The Senior Team selects a handful of strategic issues that will deliver quantifiable benefits if solved; teams assigned to these projects are challenged to develop practical, actionable recommendations that promise quantifiable returns. Addressing real issues and opportunities in real time enhances the learning experience and delivers a payback on the investment of the organization's human capital.

#### 2. DEVELOP AND ASSESS A CADRE OF HIGH-PERFORMING LEADERS

Working on major strategic projects with Senior Leaders and peers from across the organization gives each participant a unique opportunity to learn new skills, try new behaviors and gain a deeper, broader understanding of the enterprise. Members of the Senior Team, in turn, are able to coach, interact with and evaluate next-generation leaders from a variety of functions and regions.

#### 3. PROMOTE TEAMWORK AND BOUNDARYLESS BEHAVIOR

Project team assignments are made to maximize diversity of thought, experience and skills; this diversity generates better ideas, more balanced perspectives and stronger recommendations supported by more segments of the business. Just as importantly, each team's makeup requires participants to embrace teamwork and reach across traditional boundaries to produce the best results. Through PL, participants dramatically expand their internal network, which they can leverage and call upon for years to come.

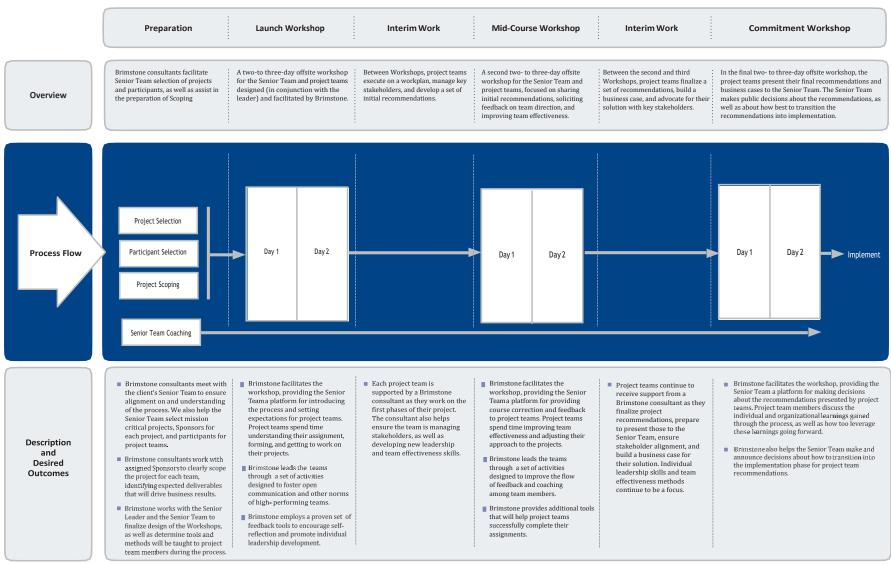


## **ELEMENTS OF THE PROCESS**

- Launch projects to address the most critical issues facing company, while changing the way people work and developing new leadership capabilities
- Quick-cycle, iterative, 90-day process drives dialogue, alignment, and results
- Three workshops attended by Senior Team and project team members, with interim work between workshops
- Senior Team members serve as Sponsors of project teams
- Project teams composed of 6-8 of the organization's "best and brightest" leaders
- Project teams are "leaderless", self-managing, and empowered
- Project teams are tasked with delivering practical, actionable, measurable recommendations and implementation plans
- Project teams are tasked with managing stakeholders and ensuring alignment to recommendations
- Brimstone consultants design, facilitate, and support all aspects of the process
- Brimstone consultants coach Sponsors, project teams, and individual participants



### The PL Roadmap: How the Process Typically Unfolds





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