

Mobilize your leaders to



PowerUP Brilliance™



COURAGE
THE VERY HEART
OF INNOVATION

PowerUP Brilliance™

See through forests and thickets to invent breakthrough possibilities. Step up, reach out and lift your matrix or network to achieve a bigger faster leaner ROI than they ever dreamed possible.



Lead from the Middle Profit from the Brilliance that Lies Dormant in Your Enterprise



Brilliance and creativity In a recent survey, CEOs said these are the strengths they need most from their high-potential talent. To find breakthroughs. Seize solid opportunities. Mitigate risks before mistakes happen. Improve care. And, by seeing past the easy obvious answers, deliver a sharply better bottom line.



Most CEOs worry. They see less brilliance than they need to achieve great things in a tough complex business environment.. We agree. In too many flat matrix structures, alliances, post-M&A and cross-functional project teams, smart people go along and get along, settling for what's routine or easy. They wait for permission rather than taking initiative. They trivialize problems rather than wrestling them down to get them solved. They respect silos – rather than building bridges, crossing lines and joining hands.



Fortunately, the brilliance your CEO wants is already there if leaders flip the switch and PowerUP Brilliance™. 20+ years of business psychology show that 5 Activators can equip high-potentials in your enterprise to step up boldly, intelligently and...



- ✘ **Orchestrate innovation**, accountable care, post-M&A integration and accelerate enterprise-critical cross-functional initiatives
- ✘ **Equip G&A functions** to contribute more as thought-leaders
- ✘ **Mobilize diverse account teams**, product teams, market launch, post-M&A and turnaround teams to accelerate optimal results
- ✘ **Wow and woo investors**, key accounts and collaboration partners with a compelling and feasible value proposition
- ✘ **Shift the culture** so “can-do” prevails over “no-way,” accountability overrides “not-my-fault,” initiative eclipses “just-following-orders,” and “all-in-it-together” is louder than “us-versus-them”
- ✘ **Advance rapidly** into broader and larger roles, foreign assignments, complex diverse multi-functional integration

PowerUP Brilliance™

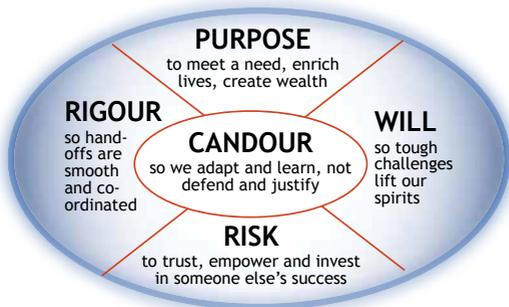
See through the dark clouds and turbulence to find promising opportunities. Listen up, speak out and mobilize your matrix network to build forward momentum.

A Proven Formula • 5 Activators Equip High-Potentials to Step Up, Reach Out and Lead from the Middle



5 Activators PowerUP Brilliance™.

In 20+ years of business psychology from innovation hotbeds like Israel's StartUP Nation and from traditional industries that have pivoted to profit from new business models, new M&A expansions and new products/services, we've seen how 5 Activators equip leaders to see past blind spots and comfort zones. They create luck rather than leave it to chance. And tap diverse perspectives to triumph over adversity. With simulations and cases, your leaders learn to mobilize diverse teams with...



- ✘ **PURPOSE** to make a bigger difference, faster, better and leaner
- ✘ **WILL** for can-do confidence-building energized engagement
- ✘ **RISK** to delegate, empower, invest and trust in partnerships
- ✘ **RIGOUR** for deliberate coordinated out-of-the-box thinking
- ✘ **CANDOUR** to speak up, listen up and open up with accountability

Action learning, because PowerUP Leadership isn't a spectator sport



Nothing equips leaders to PowerUP Brilliance™ like experience. But real experience is an expensive teacher. So, in workshops and mentoring, we use fast-paced high-impact simulations and rehearsal for practice. With feedback. Laughter. Reset. And more practice. So leaders get it right. And come away equipped to lift investor confidence, accelerate timelines, make a difference, sharpen up bold ideas, run lean and optimize profits. And do it in a way that builds comradery, breaks down walls and facilitates shared asset management. For a strong sustainable innovation culture. And quick bottom-line wins.

PowerUP Brilliance™

Flat structures, diverse perspectives, tight timelines, global reach. No wonder there are some harrowing moments and near-misses – and a few bumps – as we sharpen up each other's thinking

Serious Fun • HandsOn Practice Encode New Reflexes • At Defining Moments, Lead from the Middle

LIFT HIGHER TO PowerUP Brilliance™



5. **CHAMPION**
Mobilize others
4. **MASTERY**
Optimize solutions
3. **PLAN**
Mobilize and discover
2. **WAIT**
See but don't do
1. **BLAME**
Find fault with others
0. **AVOID**
Do what is comfortable



THINK LESS
LIKE THIS



ACT MORE
LIKE THIS



PowerUP Brilliance™ is designed for fast-track leaders

- ✘ **High-potentials** preparing for advancement, rapid scale-up, expanded roles or foreign global assignments
- ✘ **Innovation or transformation orchestrators** leading quality, safety, accountable care, or other profit-improvement initiatives
- ✘ **Post-M&A or rapid scale-up** steering teams – mobilizing before the deal closes or when it's time to deliver the value that investors and collaboration partners expect
- ✘ **Sales or commercial leaders** who face headwind in competitive or adverse market conditions – or bolder service standards
- ✘ **New executives** mobilizing a team to accelerate strategy-execution or heal old rivalries

Outcomes: What your leaders get from 4 half-day PowerUP Brilliance™ workshops, pre-work and pull-through

- ✘ **Take-charge mind-flips.** See difficulties and complexities from a can-do mastery and champion perspective, not stuck in hierarchy traps or in avoidance, blame or passivity
- ✘ **Create luck.** Start at the end with value-to-payer-and-user scenarios and build can-do action plans to mobilize support
- ✘ **Acceleration and urgency.** Unleash the power of inspiration, logic, optimism – as you unleash creativity and innovation
- ✘ **Diverse perspectives >> adaptive tension.** Bridge cultures, personalities and professions to sharpen the best thinking
- ✘ **Uplift and enoble.** Respond to fear and reluctance with inspiration, logic and look-forward can-do risk mitigation
- ✘ **Lean combinations.** Rethink steps and hand-offs in imaginative ways to alleviate inconvenience and optimize asset utilization
- ✘ **Mindfulness.** Mental discipline to see past fear and defenses
- ✘ **Learn from game-changing innovations.** Find parallels to game changers that revolutionized other industries/markets
- ✘ **StartUp Nation ingenuity.** Encourage everyone to be a problem-solver and an innovator, with a line of sight to users and payers
- ✘ **Build accountability** – for confidence about the co-ordination you need to hold colleagues on belay and align multiple KPIs

PowerUP Brilliance™

Each AHA! illuminates a leader's potential and strengthens the 5 Activators. And ties directly to the business imperatives that will deliver a quick ROIC and advance your leaders' careers.

Action Learning • 6 Quick Steps Drive Business KPIs with Leadership Development



A 6-step plan that uses **Lead-from-the-Middle Development and Culture-Shaping to Drive Business KPIs**:

- ✘ **Step 1 asks CXO sponsors to define success** – business or accountable care KPIs to optimize, Values to instill, initiatives to accelerate, culture or leadership transformations to achieve
- ✘ **Step 2 gives each leader a Development Plan** – using hands-on simulations, lean mapping and 360-feedback to lift influence and

mobilize matrix support
✘ **Step 3 springboards to action** – so each leader steps up to PowerUP an innovation, accountable care or revenue initiative

✘ **Step 4 PowersUP Brilliance™** – with blended learning and workshops to encode the 5 Activators into their reflexes, use conflict to sharpen creativity and solidify cross-LOB and cross-functional alliances

- ✘ **Step 5 equips CXO sponsors to track KPIs and ROIC** – with a Steering or Portfolio Review structure that builds accountability and recognizes quick wins and lead-from-the-middle successes
- ✘ **Step 6 debriefs with with as-it-happens learn-by-doing support** – from peer coaches, executive mentors and Courage Advisors

See how a custom bespoke plan can equip *your* leaders to PowerUP Brilliance™ and achieve bolder breakthrough KPIs



PowerUP Brilliance™



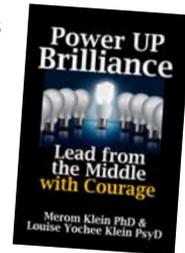
"It was exactly the right balance between fun engaging activity, deep dialogue and eye-to-the-future action planning – to take our leadership and KPIs to the next level."
- SVP and Chief Medical Officer

Culture-Shaping Magic Lead from the Middle Growth Sustainable Business Impact



PowerUP Brilliance™ Leaders and Courage Advisors Merom Klein PhD and Louise Yochee Klein PsyD

Business psychologists with 25+ years of experience equipping high-potential thought leaders in global corporations, entrepreneurial teams and government agencies to accelerate innovation and lead transformational change – M&A integration, product/service innovations, restructuring, boldly higher accountable care standards. Experts on matrix cross-line of business leadership. Wrote the book, *PowerUP Brilliance™*.



What clients say about PowerUP Brilliance™

"For years we were unable to get traction on our post-M&A integration. Our investors and subscribers said, 'Enough. Do something – now.' We did. The tools we got from Courage put us on the fast track. Within 4 months, our initiatives took off and a year later, we delivered the goods." (Head, EMPO)

"The 5 Activators work. It's 6 months since our first group did the program and we are achieving accountable care KPIs better than we ever thought possible." (CEO)

"This is Year 3 using PowerUP Brilliance for high-potentials. We've retained 300% more, our engagement scores have jumped and we have the benchstrength we need to expand the business and upgrade our operations and offerings." (VP HR)

"Our boss and our board aren't any more reasonable since we started PowerUP Brilliance™. But now we act like we're all on the same team." (SVP Sales)

"You helped me hang onto my sense of humor and my passion, even when I'm frustrated by what's going on around me. I've done a lot of leadership programs but this is the one with the greatest impact in tough times." (Head of Quality)

Let's start now – so your quote is our next success story.