

MAKE COURAGE CONTAGIOUS

Unlock the power of diverse perspectives,
high potential leaders + new business imperatives



Action learning equips leaders
to get traction, get funded, get support +

PROFIT THROUGH TURBULENCE



Most CEOs want more
blue-sky growth thinking +
inventive action to deliver
down-to-earth business results



Most Fortune 1500 CEOs are frustrated with high-potential talent. They see solid performers but not enough initiative, entrepreneurial spirit and inventive action to **profit through turbulence**.

"We have doers - even super-doers," one CEO said, "who can do change-management when we give them the tools to and show them where we moved the cheese. But we need more growth thinking to figure out where to move the cheese - and more bold orchestrators who can build roadmaps, mobilize diverse support and drive adoption of innovation."

Not many CEOs see how the shortage of initiative + blue-sky inventive thinking is really a **need for more Courage**. Until they stop to think about the **risk-averse traps** that inhibit high-potentials. And see how ambitious eager talented rising stars compromise, settle for less and wait - instead of **seizing the opportunity to make a bigger difference**, champion better bolder possibilities and tap diverse perspectives.

See how a **higher Encourage Quotient (EnQ)** can equip your high-potential leaders to shift from doing to inventing and growth.



How can high potentials **make a difference** when they strengthen their **Encourage Quotient (EnQ)**?

- ✘ **EXPAND** influence, reach, partnerships and circles of trust to learn and profit from diversity and inclusion
- ✘ **OPEN** dialogues with idea-sharing and follow up with critical thinking and creative abrasion to sharpen and refine the best ideas
- ✘ **LIFT** diverse matrix teams out of risk-averse traps - to shape a culture of initiative + inventive action
- ✘ **INVENT** better solutions, strategies + innovations to seize opportunities in Volatile Uncertain Complex Adverse (VUCA) conditions
- ✘ **THRIVE** with presence, EQ and poise under pressure + adversity
- ✘ **PROFIT** with proposals that get funded, get traction + drive growth



Leaders with EnQ build high-EnQ team cultures. Diverse teams with EnQ can PowerUP far more value than a single luminary giving orders.



WITH ENQ POWERUP TO LEVEL 5

Can D

5. Champion - mobilize

4. Invent new solutions

3. Act - Troubleshoot

2. Wait - Get approval

1. Blame - complain

0. Avoid - Revert

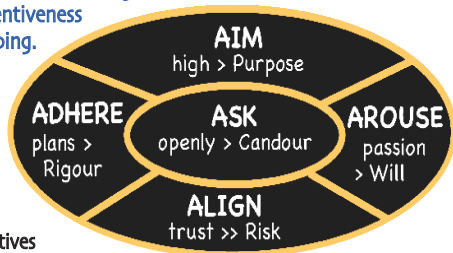
With a strong Encourage Quotient (EnQ), leaders go beyond change-management, which got them to Level 3 as doers, superdoers and executors. At Level 4, leaders optimize growth as luminaries who invent new possibilities. At Level 5, leaders...

- ✘ **Lead from the middle** - step up, reach out + encourage diverse perspectives to bring their A-game + contribute to new solutions
- ✘ **Welcome creative abrasion** rather than harmony - even if it's hard to listen to critical thinking + sharpen each others' ideas
- ✘ **Create demand for innovations** - so today's frustrations become tomorrow's game-changers + value-multipliers
- ✘ **Champion, uplift, ennoble, build resilience + grit** to break out of risk-averse traps + say, "Let's get up and go again - better."



With a strong Encourage Quotient (EnQ), leaders learn to ennoble, uplift and change the dialogue - from Level 1 victim thinking and Level 2 paralysis - to Level 3 action, Level 4 inventiveness and Level 5 team mobilization and culture-shaping. To Make Courage Contagious, they...

- ✘ **AROUSE** joy, passion, urgency, vitalize WILL
- ✘ **ALIGN** interests + trust to RISK for others
- ✘ **AIM** high to achieve an audacious PURPOSE
- ✘ **ADHERE** to plans with RIGOR to execute well
- ✘ **ASK** for CANDOR + learn from diverse perspectives



Action learning: Because EnQ sticks when it equips leaders to get traction in VUCA conditions



1. Engaged executive sponsors and mentors -> solid ROI

Action learning uses a “What - So what - In what - Now what” formula so vivid fun hands-on practice (what) -> insight (so what) which -> practical action and growth (in what, now what). Before we deliver leadership development, we equip you to mobilize executive sponsors so they know how to harness the power of the program to strengthen Core Values and accelerate enterprise-critical growth initiatives.



2. 360 feedback + Individual Development Plans

Our EnQ assessment gives leaders insights about how they impact diverse teammates - and how they shape the culture of teams they mobilize to get funded, get traction and get support. They'll see which risk-averse traps are most likely to trip them up — and where they can stretch their natural strengths to profit from diverse perspectives. MBTI, Hogan, Strengthfinder, Benchmarks, EQ, DISC can be added to complete the picture - along with firsthand observations + interviews.

3. Rehearse + practice with Action Learning Application Projects

Leadership development shouldn't end by saying, “Here's an insight. Now it's yours. Good luck.” We equip leaders to rehearse for high-stakes pivotal meetings — with 1:1 coaching for individuals and peer coaching trios for cohorts. We equip leaders to diagnose risk-averse traps in real-time and open dialogues that change the trajectory, so diverse views and conflicting perspectives produce better decisions.



4. Serious fun. So EnQ mobilizes teams, not just individuals

A vivid simulation — like our Towers Templars Khanim virtual team problem-solving adventure — challenges a leadership team to lift their collective thinking and profit from turbulence, time and resource constraints. A series of quick decisions tests dramatizes the traps leaders face when they mobilize support - and steer a team out of risk-averse traps to seize promising opportunities - together.

5. Diversity dialogues that count - with KPIs + mobilization maps

In scrums and workshops, we equip leaders to set the right KPIs, not just the easy ones — and to bring diverse perspectives together to find the best technical, market-launch and account management solutions, not just the obvious or deferential ones. We use Type Indicators to bridge personality, cross-functional and cultural gaps - so they enrich the dialogue and lead to optimal win/win/win solutions.



A well-architected blended learning system with high-impact Courage modules addressing your leadership development priorities



6. EnQ skill-building, Zoom + live workshops + MOOCs - with gamefication, hands-on practice + "now what" application customized to fit your business, learning + logistical needs, with topics like...

- ✘ Mindflips to own your power and **break out of victim-thinking** traps when you face setbacks, adversity + opposition
- ✘ Build your **mobilization map** to lead from the middle + **orchestrate** cross-functional matrix support
- ✘ Win support with logic, inspiration + **influence not authority**
- ✘ **Ennobling dialogues™**: Use empathy + higher purpose to get more co-operation + support from ambivalent fearful partners
- ✘ **Diversity Dialogues™** Overcome **unconscious** gender, ethnic, national **bias** + PowerUP inclusion, creativity + opportunity
- ✘ **Creative abrasion** with conflicting personalities + professions. How sharp critical thinking can help you make better decisions
- ✘ **Product/market insight**: Re-imagine user experience through the eyes of stakeholders who should adopt your inventions
- ✘ **Win/win/win** problem-solving and conflict-resolution: How to optimize value, rather than appease or compromise
- ✘ Design thinking + systematic inventive thinking to add new value with **new business models + product/service offerings**
- ✘ **GroupMind™ scrums**, Idea-exchange, vetting + acceleration: Moderated collaboration with virtual dispersed matrix teams
- ✘ **Pitch prep: Win support** with execs, investors, value analysts who see value-creation through a different lens from yours
- ✘ **From we/they to all-we: Jumpstart** post-M+A or post-reorganization team efforts for **no-more-silos collaboration**
- ✘ **Risk assessment + risk mitigation**: Shift your role from naysayer to solution-advisor so you multiply value-creation
- ✘ **Break out of risk-averse traps** when you need partners to think creatively + cross-functionally to optimize value-creation



7. Pull through - so skills transfer from workshop to workplace

We close the loop on learning where we started — "In what" moments of truth you expect leaders to rise to challenges with EnQ and "Now what" they'll do, at those moments of truth, to get traction, get funded + get ahead. A Courage Coach follows up with each Peer Coaching Trio, with Executive Sponsors and with participants actualizing their IDPs.



Courage-building experts - who help you see through the thickets and find the best path forward for your leaders to raise their EnQ



EQUIP HIGH-POTENTIAL LEADERS WITH ENQ TO LIFT TEAMS OUT OF RISK AVERSE TRAPS - SO INVENTIVE ACTION BOOSTS VALUE-CREATION



**Innovation leadership experts
Louise Yochee Klein PsyD,
Merom Klein PhD +
an elite group of Courage-building associates**

Business psychologists with a 30+ years track record building Courage with transformational high-potential leaders — in global corporations, entrepreneurial ventures + public agencies. Provide action learning so leaders expand their influence, mobilize cross-functional matrix teams, lift thinking out of risk-averse traps + profit from scale-ups, M+As, new product service innovations + boldly higher accountable care, safety, sustainability, diversity + inclusion standards.

Authors of the book, Make Courage Contagious, EnQ assessments + simulations

Make
COURAGE
Contagious



Merom Klein PhD
Louise Yochee Klein PsyD

How Great Business Leaders
PowerUP Brilliance to
Profit Through Turbulence

What clients say about Courage workshops and coaching

"For years we failed to get traction on innovations that required cross-LOB support. Our investors and subscribers said, 'Enough. Do something — now.' We did. The skills 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-part EnQ formula works. It's 6 months since our first group did the program. We are innovating to achieve accountable care KPIs better than we dreamed possible." (CEO)

"This is Year 3 using Courage with high-potential innovation leaders. We've retained 300% more, our engagement scores are up and we have the benchstrength we need to expand the business and keep innovating to stay ahead of the market." (CHRO)

"Our boss and board aren't any more reasonable about innovation since we started building Courage. But now we understand why and make it happen." (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 to help me drive innovation" (Head of Quality)

See how your leaders can profit from EnQ + Courage: Info@CourageGrowthPartners.com