

COURAGE TO CHAMPION

Action Learning for
high-potential domain-expert leaders to
get traction on enterprise-vital recommendations
+ profit through turbulence



Most CEOs want more blue-sky growth thinking + sharper risk-mitigation to deliver down-to-earth business results



But as much as the research says, “This is what Fortune 1500 CEOs want,” **that doesn’t make it easy or politically safe** when you are the domain expert or biz unit leader who says, “let’s balance entrepreneurial initiative with risk-mitigation” so we avoid landmines and profit through turbulence.

“**Psychological safety?**” domain experts have said, “Maybe in theory But when you’re the one challenging a Type-A personality who thinks they have their eye on the prize, you can feel like a duck in an arcade — rather than a trusted advisor who can help make them even more successful.”

At the heart of all this is the need for more Courage. So skepticism doesn’t shut down a dialogue. So discomfort when someone else is smarter in their domain doesn’t make us have to prove them wrong. So extra work — and fast timelines, so your input is timely — is a welcome opportunity to contribute rather than a burden. So we know how to spot risk-averse traps and lift teammates out of them. So we mobilize champions, rather than wait and hope they magically appear - and join forces to evangelize and drive adoption. And to own + use your power, imagination and business acumen, when it’s easier to follow the crowd and hope everything works out in the end.



What can **Courage to Champion** deliver - to address the needs that CEOs describe, when they talk about the need for better execution?

- ✖ **INVENT** better solutions, strategies + innovations to seize opportunities in Volatile Uncertain Complex Adverse (VUCA) conditions
- ✖ **PROFIT** with new standards of care + new operating models that get funded + get adopted to deliver real impact + verifiable ROI
- ✖ **EXPAND** influence, reach, partnerships and widen circles of trust to learn and profit from a mix of different backgrounds + perspectives
- ✖ **OPEN** dialogues with idea-sharing and follow up with critical thinking and creative abrasion to sharpen decisions + mitigate risks
- ✖ **LIFT** diverse cross-functional multi-enterprise matrix teams out of risk-averse traps - to shape a culture of initiative + inventive action
- ✖ **THRIVE** with presence, EQ and poise under pressure + adversity



The fundamental skill your high-potential leaders will learn is how to create a network multiplier effect. At Levels 4 + 5, they...

- ✘ **Present proposals with a learn-do-invent-champion** mindset, rather than a Level 1 grievance or Level 2 holdout-obstacle mindset
- ✘ **PowerUP, uplift, ennoble, build resilience + grit** to break out of risk-averse traps + say, "Let's rethink our plans- even better."
- ✘ **Welcome creative abrasion** rather than harmony - to hang in + listen to critical thinking + sharpen each others' proposals
- ✘ **Create demand for their input** - so cross-functional teams and key sponsors say, "We can't make this decision without them"
- ✘ **Lead from the middle** - step up, reach out + encourage the core team + outsource partners to bring their A-game to the initiative



Courage isn't a character trait. It's a skill - to switch on the courage centre in our brains when we're threatened, rather than our limbic fight or flight instincts. Here's what hi-po leaders will encode into their habits, to **Make Courage Contagious** and boost their impact, even when recommendations are counterintuitive or hard to embrace:

- ✘ **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 courage sticks when it equips leaders to get traction + triumph in real-life VUCA conditions



1. Engage executive sponsors and mentors -> solid ROI

We equip you to mobilize executive sponsors so learning contributes to strategic imperatives, and delivers traction rather than distractions. We identify “what better should look like” and what ROI high-potential leaders should deliver when they step up as champions, initiators + solution-finders, as well as superdoers + high performers. We build a time-efficient Leadership Journey from insight to application + ROI.



2. 360 feedback + Individual Development Plans

Our Courage assessment gives leaders insights about how they impact the courage of others - 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. Instruments like MBTI, Hogan, Strengthsfinder, Benchmarks, EQ, DISC can be added - 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 optimize, rather than compromise. And we keep them on track with online learning journeys.



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

A vivid simulation — like our Towers Templars Khanim virtual team problem-solving adventure — challenges a team of domain experts or a cross-functional team to lift their collective thinking and profit from turbulence, time and resource constraints. A fun workshop dramatizes the traps leaders face when they mobilize support - and steer a team out of risk-averse traps to seize opportunities with practical next steps.

5. Dialogues that count - with OKRs + mobilization maps

In follow-up after the workshop we equip leaders to set key OKRs, not just the easy ones — and to bring diverse perspectives together to find the best technical, market-launch and account management solutions, to reshape standards of care + optimize impact. We plan for peer coaching, follow-up, pull-through and additional skill-building to transfer from workshop to workplace to impact.

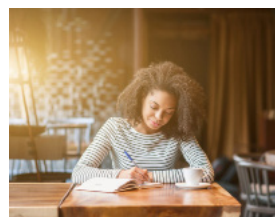
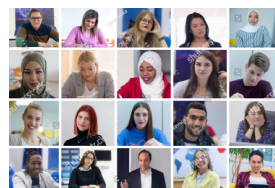


A well- architected blended learning system with high-impact Courage modules addressing your leadership + enterprise priorities



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

- ✖ Mental shifts to **break out of victim-thinking** when you face setbacks, adversity + opposition - with can-do initiative
- ✖ Build your **mobilization map** to lead from the middle + **orchestrate** cross-functional multi-enterprise matrix support
- ✖ Win support with logic, inspiration + **influence not authority**
- ✖ **Ennobling dialogues™**: Use empathy + higher purpose to bridge personality differences + replace fear with solution-finding
- ✖ **Overcome bias to invert hegemony** so you use new perspectives to get obstacles addressed, not suppressed
- ✖ **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 recommendations
- ✖ **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**
- ✖ **Use online collaboration tools, texts, email**. How to influence, uplift, engage, ennoble when you're not face-to-face
- ✖ **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 cross-functional team efforts for **no-more-silos collaboration**
- ✖ **Risk assessment + mitigation**: Shift your role from naysayer to solution-advisor so you lift teams out of risk-averse traps
- ✖ **Renew your joy, energy, appreciation** when you're operating under pressure, resource constraints, scrutiny + turbulence



7. Pull through - so action transfers + impact is achieved

We close the loop on learning where we started — "In what" moments of truth you expect leaders to rise to challenges with courage and "Now what" they'll do, at those moments of truth, to get traction, get funded + get ahead with their recommendations. So risks are indeed mitigated and ROI is optimized when know-how is applied and used.

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



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 25+ 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, new standards of care



Authors of the book, [Courage to Champion](#), Courage assessments + simulations

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 achieving regulatory approvals better than we dreamed possible." (CCO)

"This is Year 3 using Courage with high-potential our best and brightest 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." (CMO)

"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