

LeadershipMomentum.net



UNLEASHING THE POWER OF COMMITMENT

We help leaders align and mobilize their organizations to deliver on their most critical commitments.

Our clients are mission-driven companies who hire us to create breakthroughs in:

- Accountability & Execution
- Employee Engagement
- Customer & Partner Relationships
- Culture & Values
- Brand Trust
- Corporate Responsibility

SELECTED U.S. & GLOBAL CLIENTS

CellMark
Cisco
HMH
Intuit
Stanford
Symantec

- “ **Brilliant work.** Makes a material difference to leaders and organizations. – *Chief Customer Officer*
- “ One of the **best leadership conversations** I’ve ever attended. – *Marketing Manager*
- “ **Surpassed our expectations!** – *Chief Executive Officer*



CREATE A CULTURE OF COMMITMENT
translate your values into actionable commitments & behavior

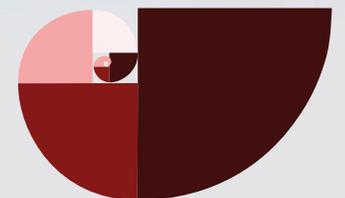


Is creating a culture of commitment a critical priority for your business?

Call us to discuss your goals! 888.967.5567

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No single management behavior has a greater impact on profitability than keeping your word and living your values¹

How do I ensure our values are lived every day?

Companies with a culture of keeping their word & living their values are **more productive, more trusted & more profitable.**

When employees believe in their work, they go beyond intellectual engagement to emotional commitment based on intrinsic motivation and meaning. This leads to higher discretionary effort, improved execution, lower turnover, stronger customer loyalty, faster growth and more shared value for the world.

Yet, values only make a difference is if they are lived.

While almost every company has a values statement, not every organization lives them fully. Research shows values can drift if they are not translated into concrete, meaningful actions and reinforced over time. Unfortunately, if even a few of your employees are not living your values, the result can be devastating for your brand, your stakeholder relationships, and your ability to lead a responsible business.

THE BOTTOM LINE

Leaders need ways to bring their company values to life for every employee and weave them into the day-to-day work – not as a one-off program, but as a core element of their recipe for success.

79% of millennials want to work for a company that cares about how it impacts or contributes to society²

Only 41% of employees feel that they know what their company stands for.³

At Leadership Momentum, we help leaders create a culture of commitment, by translating values into actionable behaviors, then integrating them into the day-to-day work



CLARIFY

CLARIFY YOUR GUIDING PRINCIPLES

Working sessions to translate values into the critical few actionable commitments that capture your leadership philosophy and differentiate your business.



MOBILIZE

DEVELOP CULTURAL AMBASSADORS

Repeatable process to engage and develop internal champions who can bring your values and Guiding Principles to life across the organization.

INVOLVE YOUR TEAMS IN THE MISSION

Support and coaching to help managers as they weave values and Guiding Principles into division, team and individual goals and development plans.



SUSTAIN

SET UP SYSTEMS TO SUSTAIN YOUR MOMENTUM

Activities and support to integrate values into ongoing communications, management metrics, and progress reviews.



RENEW

RE-ENERGIZE YOUR VALUES

Interviews and focus groups to diagnose root causes of “commitment drift,” and strategies to renew commitment, collaboration and trust.

OUTCOMES TO EXPECT

- Improve Accountability & Execution
- Increase Employee Engagement
- Attract & Retain Top Talent
- Liberate Initiative & Innovation
- Increase Customer Retention
- Demonstrate Corporate Responsibility
- Build a More Differentiated Brand



1. (Simons, 2002); 2. Cone 2006 Millennial Cause Study; 3. Gallup State of American Workplace, 2013.

Our services leverage research via the Safra Center for Ethics at Harvard 2012-5.