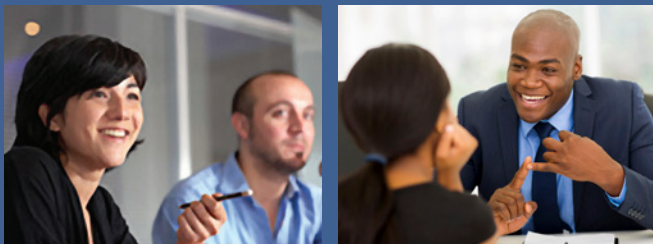


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## UNLEASHING THE POWER OF COMMITMENT

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*



**ENGAGE YOUR EMPLOYEES,  
CUSTOMERS AND PARTNERS**  
*translate your mission and brand promises  
into engagement and action*

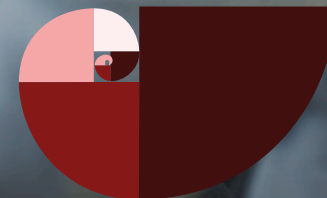


**Is engaging your employees, customers or partners a critical priority for your business?**

**Call us to discuss your goals! 888.967.5567**

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**LeadershipMomentum.net**

ELIZABETH DOTY  
*Former Lab Fellow at the Edmond J. Safra Center for Ethics at Harvard; 2016 Thought Leader in Trust*



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Companies with the most loyal customers grow **2.5x faster** than competitors<sup>1</sup>

## How do I ensure employees are engaged and delivering on our mission and brand promises every day?

Companies that deliver for customers, partners and communities **build stronger relationships, earn greater trust, sustain higher profitability and grow more quickly.**

Firms that make and keep promises to customers, partners, and the communities where they do business multiply their impact through a stronger brand, accelerated business development, increased retention and more advocates on social media.

A one point increase in customer satisfaction leads to a **7% increase** in cash flow.<sup>2</sup>

**But, you can only deliver for customers, partners, and communities if you have engaged, committed employees**

Disengaged employees exert 60% less discretionary effort, are 20% less productive, and are 22x less likely to advocate for your brand. Yet most employees start out at their most engaged, and only disengage if they feel company promises are not kept. <sup>(4,5)</sup>

**Only 30%** of U.S. employees are engaged in their work<sup>3</sup>

## THE BOTTOM LINE

Leaders need ways to translate their mission and brand promises into engagement and sustainable action – for employees, customers, partners & the communities where they do business.

**At Leadership Momentum, we help leaders engage their employees, customers and partners,** by translating their missions and brand promises into engagement and sustainable action.



CLARIFY

### CLARIFY YOUR VALUE PROPOSITIONS

Working sessions and data-gathering to clarify what your employee, customer or partner value-propositions mean in action, and what commitments are needed to truly differentiate your firm. Includes assessment of readiness to deliver.



MOBILIZE

### HELP YOUR LEADERS ACT ON SURVEY DATA

Working sessions to help leaders interpret survey data from employees, customers or partners, and take action to impact results.

### BUILD PARTNERSHIPS WITH LARGE ACCOUNTS

Working sessions to prepare for meetings with key accounts and partners to clarify mutual commitments, increase value and drive win-win relationships.



SUSTAIN

### SET UP SYSTEMS TO SUSTAIN PROGRESS

Activities and support to help teams integrate employee, customer, partner or CSR measures into dashboards and regular reviews. Includes coaching on using data for learning.



RENEW

### RE-ENERGIZE YOUR RELATIONSHIPS

Interviews and focus groups to uncover needs, expectations and issues impacting engagement in mission critical relationships.

## OUTCOMES TO EXPECT

- Increase Employee Engagement
- Attract & Retain Top Talent
- Increase Customer Loyalty & Retention
- Improve Partner Performance
- Strengthen Community Ties
- Bring Company Values to Life
- Increase Brand Advocacy & Impact



1. Reichheld, The Ultimate Question 2.0, 2015, 2. Fornell et al, 2006, 3. Gallup, State of American Workplace, 2013, 4. Corporate Leadership Council, 2004, 5. Sirota et al, HBS Working Knowledge, 2006