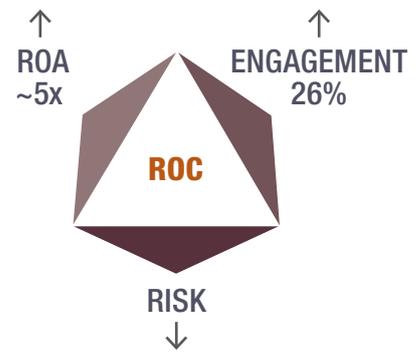




GETTING YOUR SENIOR TEAM TO STEP UP THEIR CHARACTER REPUTATION

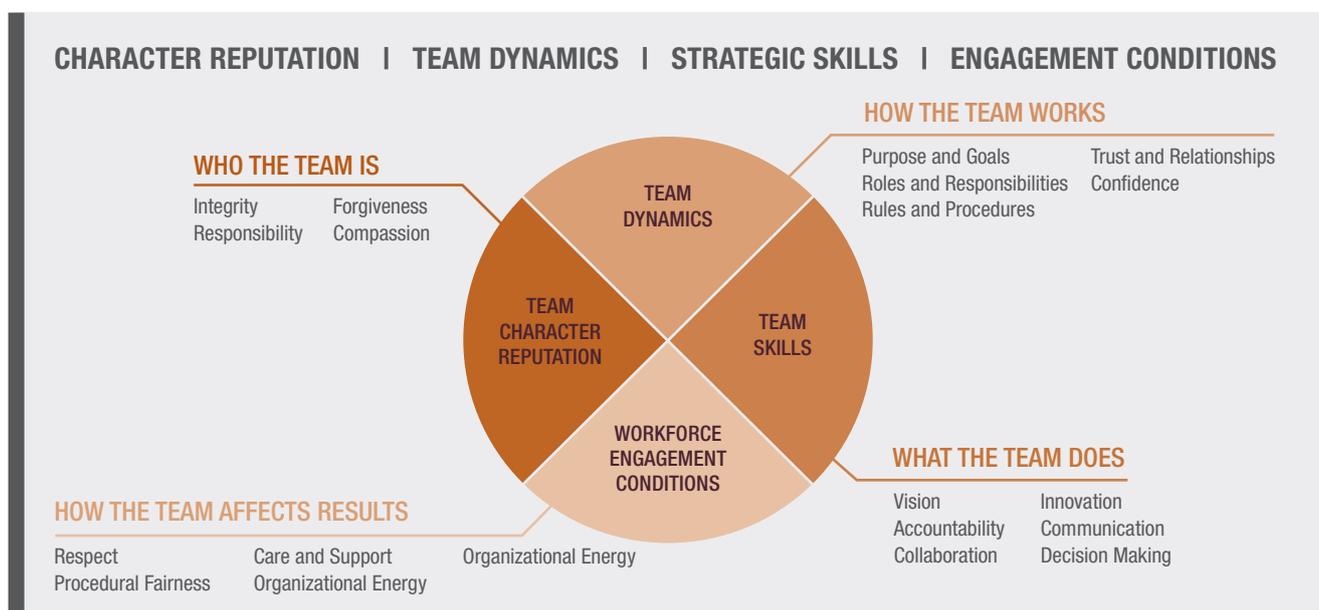
Research shows that senior team character reputation is a unique, significant **predictor** for an organisation's total performance. Quite simply, **strong character drives organisational ROA, engages employees more fully, and mitigates risk.**



Compared to organisations led by senior teams with a self-focused reputation, those led by senior teams with a strong character reputation average an astonishing **~5x greater return on assets (ROA)** and **26% higher workforce engagement**. And they show **lower levels of corporate risk**, as measured by audit fees and legal events. These three outcomes are all essential elements of the **Return on Character® (ROC)**.

SO HOW CAN YOU ELEVATE YOUR SENIOR TEAM'S REPUTATION FOR CHARACTER?

The Senior Team Elevation Platform (STEP) Programme has three phases that lead to realising a positive Return on Character. The Benchmark phase (illustrated below), based on our proprietary **predictive analytics** and your organisation's context and competencies, results in a data-driven roadmap to boost your senior team's impact on strategy execution effectiveness.



HOW DO YOU GET FROM THE BENCHMARK TO THE GOAL OF A HIGHER RETURN ON CHARACTER?

THE **STEP** PROCESS HAS TWO MORE ELEMENTS: DISCOVERY AND ELEVATION. HERE'S HOW THEY WORK:



The Discovery phase is a guided senior leadership journey along with leveraging predictive analytics and contextual open-ended comments

to discover the senior team's Keystone Changes that will make the most difference in their ability to improve the organisation's bottom line. Making one Keystone Change can result in cascading benefits in other areas of character reputation, observed skills, and employee engagement.

Discovery includes a full analysis of benchmark data and open-ended comments, culminating in a 1.5-day facilitated discussion between our Executive Development experts and the senior team to address the results. After team members have some time to reflect, we meet for another half-day to craft a data-driven action plan with the highest probability to improve your organisation's performance.

We will work together to establish goals and KPIs for the team and for each participant. These will focus the team's ongoing work, and KRW consultants will check in with each team member periodically.



The Elevation phase is the first year's continued support strategy to gain sustained behavioral change.

This period is critical to maintaining momentum, tracking key business KPIs with custom dashboards and igniting change. KRW partners with clients in a number of ways, depending upon each team's Keystone Change(s), greatest challenges, dedicated commitments, and internal resources.

We can also help senior teams with ongoing customised support activities, including:

- Quarterly Team Coaching
- CEO Coaching & Support
- Designing & Supporting Peer Coaching Networks
- Pulse Surveys
- Senior Team Member Coaching
- HR Partner Masterclass and Strategic Support
- Character-Led Leadership Development Programmes

“As a direct result of using [the STEP] process to help us through a major challenge, we doubled revenue, pushed customer retention to near 90% and grew customer satisfaction by 20% over the next three years.”

—CEO, Healthcare software firm

WHAT NEXT?

This flyer presents only a high-level overview. Contact KRW International at info@krw-intl.com or +1-612-338-3020 (US Central Time) to discuss the STEP process in more detail. With consultants in six cities in North America and four in Western Europe, we have the resources to help your firm realise – and monetise – the practical benefits of building and displaying strong executive character. That will please everyone in your C-suite offices.