

# CREATING CONSCIOUS LEADERS, CULTURES AND SELF-LED TEAMS

## Culture Drives Performance

Great leaders take pride in the culture of their organizations, knowing that both sustainable financial performance and their own legacy depend on it. But even the best leaders often miss some of the obvious signs of cultural dysfunction that can hold their organization back:

- Politics, "yes-men," and internal posturing/competition
- Information silos and knowledge hoarding (vs. sharing)
- Employee apathy and customer avoidance (vs. engagement)
- Lack of honest discourse (proverbial elephants in every room)
- Low levels of teamwork, empathy and joy

If you recognize just one or two of these characteristics in your organizational culture, even in small pockets, you are not alone: 75% of companies are performing below their potential as a result of some organizational culture dysfunction.

## Culture Upgrade from MasterCoaches

There's good news: you can reverse the situation in a matter of months. At MasterCoaches, we help leaders build vibrant, happier and self-led workplaces that produce consistently high results across the board. Our clients typically see dramatic improvements in employee engagement and productivity (as much as 31% increase in productivity, 37% increase in sales) as well as bottom-line performance (300-500% improvement in KPI).

We've developed a proven six-step process – Discovery, Strategy, Ignition, Coaching, Workshops, and Evaluation – that allows us to help organizations identify and mitigate the cultural issues that impede performance.

## **Success Stories: Real Clients, Real Issues... and Real Results**

Organizations that engage MasterCoaches realize tangible bottom-line improvements in as little as 90 days. Here's a "composite snapshot" of results we've helped actual clients – in this case, growing software/technology providers in the B2B space – achieve:

### **Symptoms:**

- Ineffective communications between departments
- Extreme departmental silos and lack of camaraderie/connection with employees sitting only 20 feet away
- Employees *talk* about collaboration but hoard knowledge
- Acrimonious leadership meetings, heavy on finger-pointing and politics
- High employee turnover rate
- Exit interviews reveal stressed supervisors, powerless to affect change
- Rising costs eroding profit margins

### **Results:**

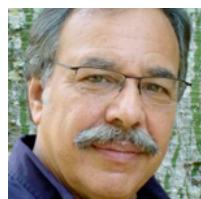
- Senior leadership team aligned on a shared purpose and vision
- Lower-tier management and employees brought into the process, sharing insights and taking greater responsibility
- New collaboration mechanisms between departments and improved camaraderie, communications
- Leadership meetings are now brainstorming sessions rather than political theater
- Net income up 200%; Employee engagement scores up 300%; New client projects up 150%.

## **Why MasterCoaches?**

We are committed to creating self-led organizations that excel *on purpose*. Clients who share that commitment realize greater marketplace momentum, more powerful innovation, exceptional bottom-line results, and enhanced shareholder equity. Other results include the alignment of the organization's external brand and strategy with the internal culture, creating loyal customers and raving fans.

**Committed leaders begin to see tangible results in as few as 90 days.** Where do you want your organization to be in 90 days?

**Take the Next Step:** Let's connect and have a confidential conversation. Together, we can create new perspectives for and breakthrough results. Contact us.



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