



CREATING REAL BEHAVIOR CHANGE

The Executive's Blueprint to Creating a
Culture of Growth and Peak Performance



How do you create behavior change within your team?

It's a million-dollar question. Seriously, it's actually a multi-million-dollar question.

For organizations that can't figure out how to consistently build the skills and competencies within their teams, they waste millions on ineffective training programs, spend millions on turnover, and lose millions in sales.... EVERY YEAR.

For real behavior change, an organization must get clear on where their business is going.

Today's problems are already history. Get clear on where you are going, so you can get in front of what those problems will be.

Let's use a fictional company as an example.

Company "Future Growth" launched five years ago. For the most part, the founders have been able to cover all key executive roles, but they know they will need to hire a VP of Marketing and a VP of Finance in the next couple of years. They also plan on acquiring smaller competitors and will need to fold these businesses into their current structure. They project they will need to promote 3 managers to Director and 6 individual contributors to Manager. They also believe they have strong internal candidates for the two VP positions.

Now, Future Growth could go forward with this information, not taking action and hoping they are able to promote these individuals with no issues (but we all know hope isn't a strategy), or they could build a culture of growth and strategic educational development programs, increasing their chances of success.

After getting clear on where their business is going, **let's take a look at the six steps Future Growth** should take if they want to make sure they're ready when these key positions are required.



SIX STEPS TO CREATING A CULTURE OF GROWTH AND PEAK PERFORMANCE

STEP ONE:

Project what position(s) you will need in the future.

Projecting what position(s) you will need in the future might seem difficult but all you need is your business plan. So often, companies never think about the talent needed to support the objectives of the business plan. Imagine if your business plan were 100% in full swing. What additional work is there? What additional complexities have been added? What work is fixed and what type of work grows as the business grows? Using this information, you can project the additional team members you need to support your future growth.

STEP TWO:

Determine what skills and competencies leaders in your organization will need to be successful in the future.

Now that you have imagined your business in its full potential, what type of competencies and skills will your leaders need to be successful? How do you want your leaders working together? What's the culture of leadership? Inconsistent leadership will produce inconsistent performance. Designing what successful leadership looks like at your company is key to creating a culture of peak performance.

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STEP THREE:

Utilize educational platforms that address the needs of your organization.

There are countless leadership training programs in the world. Many are great and others lack value. Often, a leader hears about a great idea and pulls everyone in for a group training. Not only is this costly, it doesn't create a long-term strategic approach to developing your leaders. Instead, deploy custom designed educational programs that address the specific needs of the organization.

Customized programs that are built based on both the competencies and skillsets your leaders require to be effective. Be sure the program you choose develops your learners in short segments over an extended amount of time, so each individual can digest the learning, put it into action, and return to the training's facilitator with questions. (We offer a suite of fully managed Leadership Academies to upskill your leaders and fill the gaps in your organization. We've shared our contact information at the end of this document, and we would love to help you stack your bench with A-Players.)

▶ [Read more about Leadership Academies here](#)

STEP FOUR:

Create a culture of growth. When the executives focus on growth, it makes it cool for everyone.

Often, executives provide educational programs to people within their organization but not to the executive team because they think the executives already know what to do or they are too far advanced in their career to learn new things. To create a culture of continuous development, the executives have to walk the talk. When it comes to leadership development, don't leave out your most important group – the executives! When your executives are provided with high quality coaching and development, all that they gain will be passed on to those around them and it will create a culture of growth and peak performance.

STEP FIVE:

Identify top performers within your current teams.

How many times have you seen someone help build a company only to be pushed out when their skills were no longer a match for the needs of the business? It's a costly problem, not only for your payroll budget but also for the morale of your team. Identify key players in your organization. Help them see your vision of long-term growth. Provide them with a clear understanding of the competencies and skills they will need to develop to continue to stay on top as the organization grows. Then provide them with the educational tools need to support their development.

STEP SIX:

Have strong continuous growth tools and conversations.

Now that you have your future planned out, you have deployed educational programs that specifically develop the competencies and skills needed for the success of your organization, you have developed the playbook for your future growth. Now, you must have consistent processes and conversations to ensure people are tracking to the plan. Deploy a pre-employment hiring instrument, stay clear on the work for each position, consciously celebrate the leadership growth of your team, and have consistent conversations letting people know where they are on track and focusing where you need them to. This will keep everyone on the same page and create a culture of growth and peak performance.

Let's go back to our fictional company Future Growth. If they left hope at the door and deployed these steps in creating a culture of growth and peak performance, what chances do you give them of succeeding? What chances do you give your own company of succeeding if you deploy this strategy?



If you're looking for professional support in creating a culture of growth and peak performance, 304 Coaching can assist you.

We work with organizations to help them create their strategic company development plan. We start your immediate needs and help you build out your plan from there. We offer a highly validated pre employment instrument – OAD, custom designed leadership academies, workshops/retreats, and executive and mid-manager professional development coaching.

Contact Jen Thornton CEO & Founder to learn more about how 304 Coaching can support you in building a culture of growth and peak performance.



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