

**Activating Unprecedented Performance through Positive, Purposeful, Mindful Leadership**

Lifter Leadership, centered on leading people as whole humans, is a teachable, learnable methodology that lifts positivity, talent engagement, customer loyalty and real-time innovation from the executive suite right through the tips of your organization. Organizations around the world are being acted upon by internal and external forces imposing the need for evolution and transformation in how we show up as team members, leaders and global citizens. Progressive companies are recognizing that the only way to build a work environment where people are motivated, innovative and inclusive is to **treat employees as whole people**. According to the Harvard Business Review, organizations that practice conscious leadership **perform 10.5 times better than peers**.<sup>1</sup> Lifter Leadership provides a practical and easy-to-use methodology to learn, implement and master highly conscious leadership practices.

Lifter Leadership simultaneously addresses 4 of the major problems organizations face:

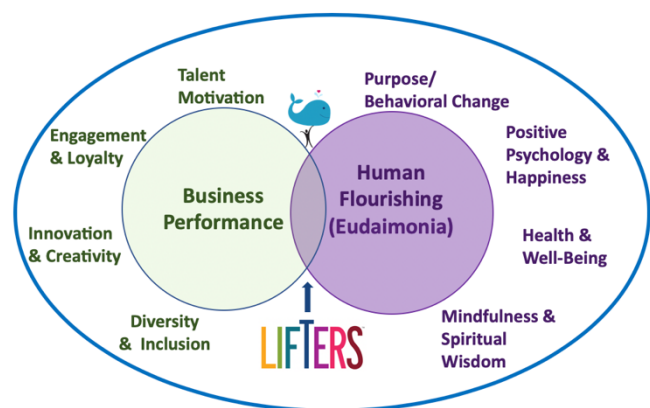
1. **Talent Engagement & Motivation** - 7 of 10 workers today are disengaged<sup>2</sup>
2. **Customer Trust & Loyalty** - Consumers only trust 52% of companies<sup>3</sup>
3. **Innovation & Creative Solutions** - 88% of CEOs are unhappy with their innovation<sup>4</sup>
4. **Well-Being & Inclusion** - Moral or social principles maintain that each person has value to contribute, and historical factors/barriers that create unfair conditions require repair. Studies also show inclusion improves performance, innovation, customer connection and workplace harmony<sup>5</sup>.

**Lifter Leadership Integrates Business Performance with Human Flourishing (Eudaimonia):**

Lifter Leadership intentionally combines practicable thought-leadership from two domains - Business Performance and Human Flourishing. Most corporate solutions are focused either on business performance or human flourishing, leaving it to the individual to synthesize the two. This bifurcated approach causes a disconnect for employees, resulting in disengagement, workplace conflict, stress, lack of innovation and erratic front-line service to customers.



Lifter Leadership Helps Address  
4 Major Corporate Needs



Lifter Leadership Integrates Two Powerful Modalities of  
Transformation, with Corporate Social Responsibility throughout

<sup>1</sup> Harvard Business Review April, 2013.

<sup>2</sup> SHRM - Society of Human Resources Management

<sup>3</sup> Edelman Trust Barometer

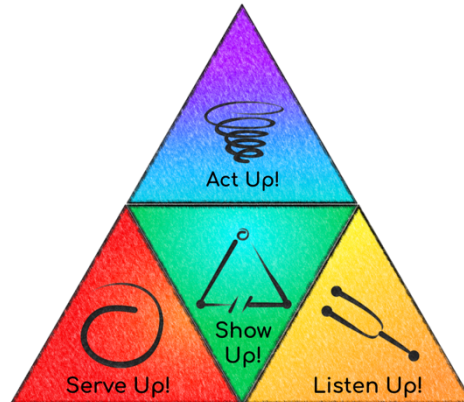
<sup>4</sup> Arthur D. Little Breakthrough Innovation study

<sup>5</sup> Independent Sector.org, Why Diversity, Equity and Inclusion Matter, Oct. 6, 2016. Teamable Blog Dec. 2017

*A Lifter is an evolved worker or leader who uplifts co-workers, customers, communities, and their company's performance, on purpose. In doing so, their own life satisfaction, performance and well-being are lifted.*

### **The Lifter Dynamo & The 4 Lifter Mindshifts**

The secret to Lifter Leadership is what we call the Lifter Dynamo. A 'dynamo' is a machine that generates energy. The Lifter Dynamo systematically energizes individuals, teams and enterprises to propel progress towards shared goals, whether to lift revenues/profits, retention, motivation, engagement, innovation, inclusion or well-being. The Lifter Dynamo jumpstarts teams to rapidly evolve from an outmoded, ineffective model of working to one that powers-up awareness, attunement and action, creating a virtuous cycle of engagement, performance, fulfillment and well-being.



The Lifter Dynamo is comprised of 4 Lifter Mindshifts which are teachable and easily learnable, from the executive suite to front-line workers at the tips of their organizations.

#### **The 4 Lifter Mindshifts, in brief:**

- **Mindshift 1 - Serve Up!** is the foundational Mindshift which generates an awareness of the massive shift underway in the world — from transactional maximization to servant leadership. Serve Up! teaches that “The Hunt is Over”, a shift from hunting to attracting, commanding to cooperating, transacting to serving, and scarcity to abundance.
- **Mindshift 2 - Listen Up!** is the second stage of the Lifter Dynamo, related to attunement. Using a variety of skills we help people “Tune in“ to customer needs, team members and their inner self. This Listen Up! Mindshift helps people respond versus react, generate high caliber listening (we teach 4 types of listening: mindfulness, compassion, embodied listening and productive dialog).
- **Mindshift 3 - Show Up!** fosters expansion of individual possibilities and honors people’s “Yes and” talents. This Mindshift helps Lifters see themselves and others as full-spectrum individuals. They recognize the breadth of their own talents/creativity and the diversity and talents of others. Adopting the Show Up! Mindshift activates diversity (of all sorts) and purposefully uses the energy inherent in tension or conflict to catapult innovation, relationships, teamwork and workplace harmony.
- **Mindshift 4 - Act Up!** generates resolve and action, on purpose. The Act Up! Mindshift teaches how to clearly define victory, set collective intentions, remove constraints, and create what we call inspired velocity, taking specific actions towards shared purpose -- at the individual, enterprise and societal level. This Act Up! Mindshift converts slackers to solvers, tactical thinking to transcendent outcomes, doubts to dedication and ultimately enable teams to perform beyond recognition.