

TURNING AROUND LEADERSHIP TEAMS

One of the best ways a company can create competitive advantage is by fostering and maintaining high performing leadership teams. Synergies within a team can create unparalleled performance and success.

Although capability building of senior leadership teams is frequently a top priority, only 32% of companies recently surveyed think that training and development programs for their senior executive teams are very effective. (*Building Organizational Capabilities*)

In our experience, these programs for executive teams fail for two main reasons:

- 1) They focus mainly on the *symptoms* of poor teamwork (e.g., missed performance targets) rather than the underlying issues, such as:
 - Lack of trust among team members
 - Misalignment between strategies, goals and expectations
 - Poor communication with the leader and/or across functions
- 2) Leaders later *default* to their old ways of thinking and performing because:
 - As a team they have not addressed any “real-world” issues they are facing
 - The training did not engage the creative and synergistic thinking of members
 - The development did not consider different creative thinking styles to resolve current and future issues

Our unique and interactive 1-day team event has been designed to identify member and team strengths and opportunities, and then to leverage those in addressing the most pressing challenges the team is facing.



The morning session will:

- ✓ Identify and review characteristics of high-performing teams
- ✓ Evaluate how the executive team maps to these characteristics
- ✓ Review member strengths, weaknesses and team profiles
- ✓ Experience firsthand the thinking styles of their teammates

The afternoon session will:

- ✓ Immerse members in team-specific problem-solving challenges
- ✓ Leverage the team’s unique group dynamics to solve real-world challenges
- ✓ Contribute to the growth and productivity of the organization by conceiving useful new ideas
- ✓ Practice and apply the best-in-class qualities/characteristics of high-performing teams (trust, collaboration, and leadership)

Talent Acuity Group has been assessing and developing executives and their teams for more than 15 years. **Growth Engine** has 25+ years experience helping companies achieve sustained revenue growth through innovation.

ABOUT US



Robert C. Satterwhite, PhD is the Managing Principal of Talent *Acuity* Group (www.talentacuity.com), a consulting firm dedicated to executive and leadership team assessment and development. Prior to founding Talent *Acuity*, Robert served as the Vice President, NE Region for APT*Metrics* where he provided advice and consultation to companies on their talent management challenges. Over his nearly 20 year career, Robert has had a successful track record with more than 30% of the Fortune 100. His clients have included Walmart, Coca-Cola, Pfizer, PepsiCo, Nestle, Samsung, GE, American Express, Reed Elsevier, Fannie Mae, and the Library of Congress.

Robert has deep experience using a broad array of bespoke and off-the-shelf assessments to measure executive potential, readiness and fit, and to provide input for team development. He has a Master's in Psychology and a PhD in I/O Psychology. He is a member of SIOP as well as a board member of HR.com and Southern Connecticut SHRM.



Bryan W. Mattimore is cofounder and “Chief Idea Guy” of the Growth Engine Company, www.growth-engine.com, a sixteen-year old innovation agency based in Norwalk, Connecticut. Prior to cofounding Growth Engine, he was president of the Mattimore Group, a fifteen-year-old ideation facilitation and creativity consulting company. Bryan has facilitated over a thousand brainstorming sessions, moderated over five hundred creative focus groups and consumer ethnographies, and managed over two hundred innovation projects, leading to over \$3 billion in new sales for a wide variety of Fortune 500 clients, including Kraft, Unilever, Ford, AT&T, BNY Mellon, LVMH, Merck, and Pepsi.

He is the author of three books on business creativity: *99% Inspiration* (selected as the American Management Association's membership offering/book of the year), *Idea Stormers, How to Lead and Inspire Creative Breakthroughs* (2012), and *21 Days to a Big Idea* (2012). He is also the inventor of the creativity training game, Bright Ideas.



Gary R. Fraser is a marketing and innovation specialist and a well-known expert in brand strategy, innovation and consumer understanding. Gary is the President and “Chief Strategist” of the Growth Engine Company, whose mission is to apply creative approaches to marketing & strategic issues that drive top-line revenue growth. Clients include Armored AutoGroup, AT&T, Danaher, Dun and Bradstreet, Energizer, Essilor, Honeywell, IBM, Kraft, LVMH, Merck, Pfizer, and Unilever.

Mr. Fraser is a thirty-year veteran of Brand Management, starting his marketing career at General Foods and then moving into personal products at Chesebrough–Pond's (later acquired by Unilever) where he spent 14 years marketing skin care and oral care brands. As Category Director of Oral Care, he was responsible for the development and launch of Mentadent toothpaste, which he built into a quarter billion dollar business. He also led the Marketing Services group for the combined \$4 billion Unilever Home and Personal Care business in the US. His responsibilities included Market Research, Creative Services, Promotion, PR, media planning, marketing training, as well as interactive/relationship marketing for the enterprise.

Mr. Fraser has received two Golden Effie Awards for effectiveness in advertising and was named “Marketer of the Year” by Brandweek Magazine. He is also a board member for Phoenix Brands, owned by Lincolnshire Management, a private equity company. He is a graduate of Middlebury College and the Wharton Business School.