

## GROWTH BY DESIGN™

*Imagine* your vision for robust, vibrant business growth has been fulfilled. What did it take to leverage the opportunities and meet the challenges? Who did you become – individually and together – to get here?

*Growth By Design*™ helps you fulfill that vision by developing your *leadership culture*.

*Leadership culture* generates the kinds of growth you are likely to benefit from and value most. It's a core driver for business performance and competitive advantage as well as for interpersonal resonance, resilience and satisfaction. Your *leadership culture* is how leadership – as a way of being – is expressed, experienced and evolved by everyone together. It keeps you effective and relevant in today's diverse and rapidly changing business environment. Effectively shaping organizational culture requires attention to 1) guiding principles, values, and strategy, 2) daily habits of behavior and practice, and 3) systemic reinforcement. Deliberately growing your *leadership culture* is one of your most valuable long-term plays.

### GROWTH BY DESIGN™ - THE BIGGER PICTURE

Talented people throughout your organization are under pressure to make decisions, innovate, coordinate action and generate results in the face of increasing volatility, uncertainty, complexity, and adversity. Who are you counting on to drive sustainable, profitable, life-affirming change? As you grow, what do you need to replicate, add or let go of to stay agile, adaptive and resourceful?

*Growth By Design*™ catalyzes meaningful, durable change by integrating individual, collective and systemic elements. Your core team sets the example and standard by what they embody individually and together. When mastering the art and practice of leadership is held as a strategic priority and business imperative, you co-create a rich, inspiring culture where your values, beliefs, ethics and contributions align with results. You grow together by challenging your culture, appealing to its deeper values, its “better self.”

- **LEADER EFFECTIVENESS**  
*Individual coaching for leadership, professional & personal development*
- **COLLABORATIVE EFFECTIVENESS**  
*Group coaching; meeting & offsite design & facilitation*
- **ECOSYSTEM GROWTH**  
*Facilitated processes for strategic engagement, systemic inquiry & learning*



**COACHING FOR LEADERSHIP AND COLLABORATIVE EXCELLENCE**

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## OPTIONS FOR GETTING STARTED

Our work together is designed to catalyze transformation. People eventually operate from a “new normal,” even under pressure. *Growth By Design*™ helps you “retool on the run” from two critical perspectives:

- Leveraging ways your leaders already enable your organization to evolve and change by design
- Discovering what impedes or stops your healthy growth and building capacity for needed shifts.

Depending on your needs and desired outcomes, we combine individual coaching, group coaching and facilitated processes for strategic engagement, systemic inquiry and learning. Whatever you choose, it will include an emphasis on applied neuroscience, language as action, and embodied learning and practice.

### LEADER EFFECTIVENESS – *Individual coaching for leadership & professional development*

Coaching programs are designed to develop more effective, reflective, competency-based leadership. Taking a *developmental lens* to leadership, you remove bottlenecks and system constriction while becoming more adaptive addressing complex issues. Individuals gain awareness and new choices to:

- Augment individual *technical excellence* with leadership competencies and practices essential for *high-performing* teams and personal *wellbeing*
- Appreciate how leadership practices impact the *leadership culture* you experience and co-create
- Cultivate a next level of leadership mastery, respectful of *individual choice and diversity*.

May include *The Leadership Circle Profile* (360° leadership assessment) and others, such as C-IQ Catalyst, MBTI, FIRO-B, CVI, etc.

### COLLABORATIVE EFFECTIVENESS – *Group coaching, meeting & offsite design & facilitation*

A “group” can be two or more people. We focus on issues, dynamics and resources within the group’s control, plus realistic opportunities to influence the larger organization. Possible focus areas include:

- Re-visioning and re-aligning to fulfill a *strategic vision* and related leadership *promises*
- Improved *communication* and constructive approaches to *conflict*
- Collaborating under pressure while building and restoring *trust*

May include *The Leadership Circle – Culture Survey*.

### ECOSYSTEM GROWTH – *Facilitated processes for strategic engagement, systemic inquiry & learning*

Facilitating engagement to cultivate and leverage the “*wisdom of the group*.” Using systemic inquiry, tools and methodologies, individuals and teams become more strategic, agile and co-creative.

May include use of *WindTunneling*.

*Imagine* your vision for robust, vibrant business growth fulfilled. Let’s find out what can get you there. **Contact Beata Lewis**, President of Bridging Lives LLC, for more information and next steps.

