



BECOMING A POSITIVELY DEVIANT LEADER

Increasing Performance, Engagement, and Well-being

A 12-15 month tailored journey of self-discovery and growth that enables those who travel with us to thrive in all aspects of their lives.



What is a positively deviant leader?

Positively Deviant Leaders (PDLs) generate outcomes that benefit the entire system by challenging unhealthy norms, building cultures of purpose, and inspiring individuals to be their best. By creating conditions for flourishing, such as nurturing trust, collaboration, and shared meaning, PDLs help teams and organizations thrive even during times of adversity. In this way, Positively Deviant Leadership is resilient **and** transformational, enabling organizations to achieve outcomes that were once thought impossible.

click here



[Watch a 5-minute video to learn more about positive deviance and review a few practical examples](#)

[Read a 4-minute case about someone who moved from being stuck because their team couldn't meet targets to leading a team that achieved record results.](#)

click here



Why do you need positively deviant leaders?

The ever-increasing levels of volatility, uncertainty, complexity, and ambiguity, as well as the constant call to do more with less while increasing engagement and looking after the well-being of team members, make it an incredibly challenging time to be a leader. The skills and competencies that leaders have relied on in the past are no longer sufficient for success, and a paradigm shift is needed to lead through the constant turbulence that has become the new normal.

How do we develop positively deviant leaders?

Developing the courage and resilience to lead in these tumultuous times requires a different approach from traditional leadership development programs which focus primarily on knowledge and skills.

In addition to providing essential tools and frameworks, our program helps individuals develop:



The ability to adopt new mindsets



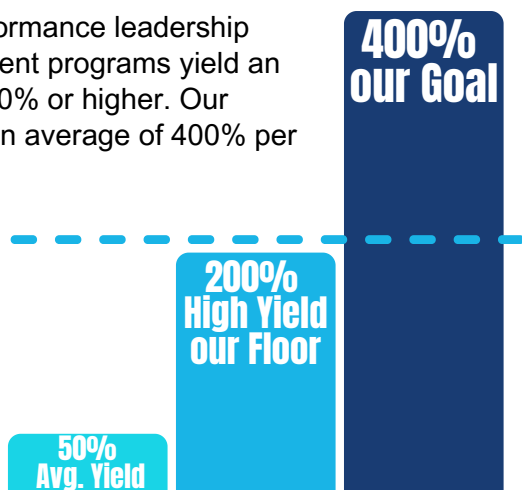
New assumptions, beliefs and behaviors aligned with their core values and purpose



Habits needed to sustain them

What's the return on your investment?

High-performance leadership development programs yield an ROI of 200% or higher. Our target is an average of 400% per cohort.



Bruce Avolio 2010

How does this happen?

+\$25,000

Flip one employee from disengaged to engaged

Gallup in Forbes

+\$125,000

Improve customer retention by 5%

Bain & Co. in HBR

+\$45,000

Retain one employee who would have left

Summarized in SHRM

+37%

revenue/employee
+9% gross profit margin
Increase "leadership maturity" from Low to High
Bersin by Deloitte

[Read a 3-minute case about a plant where voluntary staff turnover was reduced from 220 to 65 employees a month, delivering significant ROI from the program for the company.](#)

click here



What outcomes can you expect?

- ▶ Improved business performance
- ▶ Increased capacity and resilience to lead organizational changes through volatile times
- ▶ Greater levels of collaboration and innovation
- ▶ Higher levels of engagement and well-being of participants and their teams
- ▶ Increased levels of hope, confidence, and energy

How do we achieve these outcomes?

Over time and with lots of practice, we have developed the **Three Keys to Authentic Leadership Development**: focused learning, deliberate experimentation, and disciplined reflection.

We use the Three Keys to enable people to consistently deepen their self-awareness and build new mindsets, assumptions, beliefs, and habits that lead to new behaviors.

“The difference in this program is the depth it takes you to in terms of finding yourself: stopping, reflecting, realizing what’s going on around you and why, and how to change that in a way that’s sustainable.”

click here



[Read a 4-minute case about the impact at work of improving a personal relationship.](#)

Who should attend?

- ✓ High potentials who are on the succession plan for C-suite roles
- ✓ Leaders of large parts of your organization
- ✓ Leaders with significant P&L responsibility
- ✓ Anyone leading complex change programs

[Read a 4-minute case about a frustrated executive who became a positively deviant leader and continued working on a project when the CEO had told him to stop.](#)



click here

Why do past participants think others should attend this program?

“I have returned to being a person I can joyfully look at in the mirror.”

“For the first time in years, I feel satisfied with the life I have chosen and eager to see what lies ahead.”

“The program gave me the courage to drive forward.”

“The program has changed my life in all senses, including my performance at work.”

“One of the greatest things I'm taking away is the sense of never-ending exploration into becoming a better leader.”

“The program encouraged me to open my mind to grow.”

“I can't express the feeling you get when you achieve something you never thought was possible.”

“I feel better prepared to manage through anything.”

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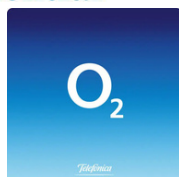
[Watch a 3 minute video of 4 past participants' testimonials](#)

Why do clients trust us to develop their leaders?

We help leaders create sustainable, personal change that leads to increased performance while delivering higher levels of well-being and engagement.

DENSO

Leading Brands Use Our Leader Development



Who will be running the program?



**Shawn
Quinn**

[View Shawn's bio](#)



[Watch a video to learn
about Shawn's life purpose](#)



squinn@leadingwithlift.com



**Mark
Templeton**

[View Mark's bio](#)



[Watch a video to learn
about Mark's life purpose](#)



mark@therighthandside.com



If you are curious to learn more, please contact us to arrange a call