



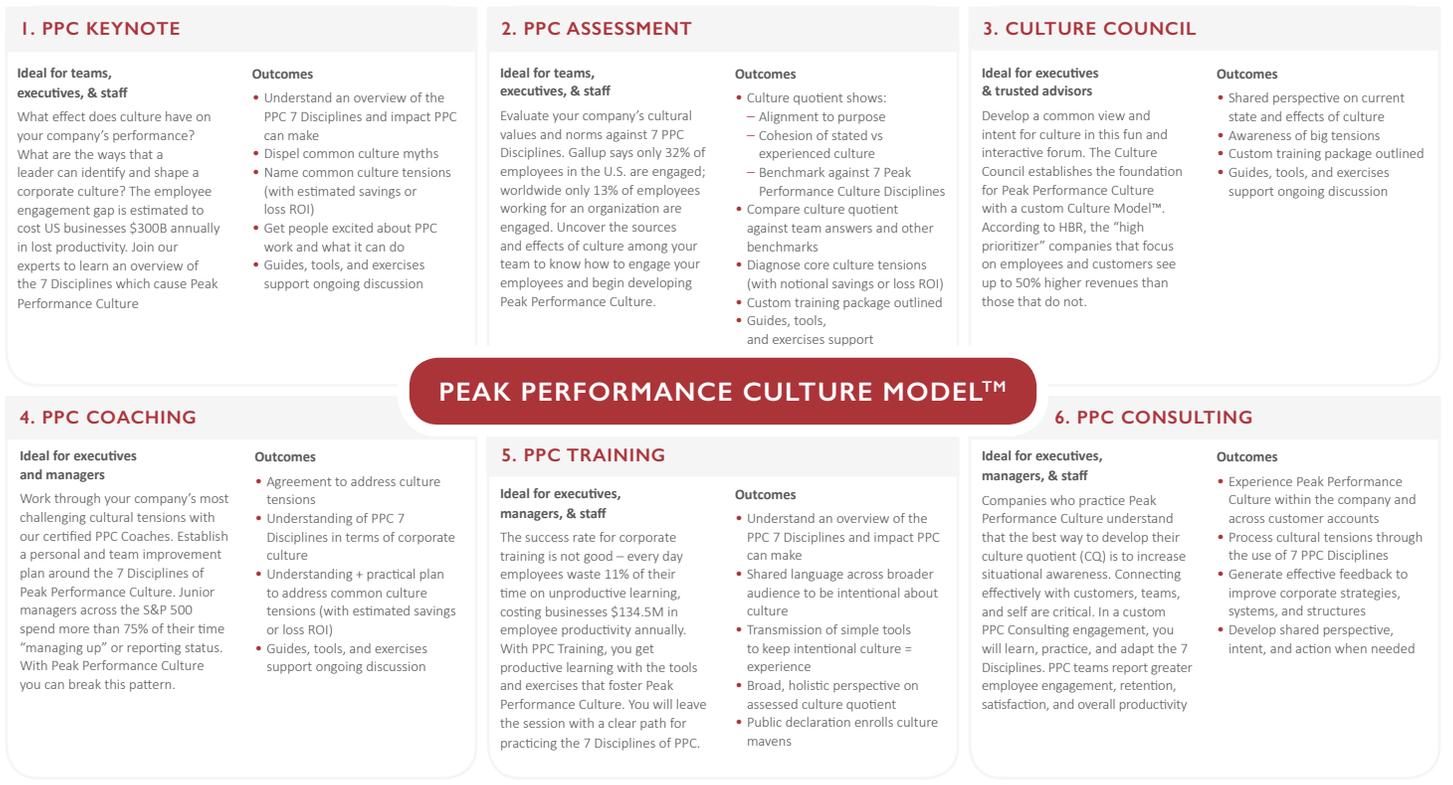
# PEAK PERFORMANCE CULTURE MODEL™ AND OFFERINGS

Culture is the line a group draws between the behaviors it embraces and the behaviors it does not tolerate. This line always exists. Culture determines how and if objectives within an organization are enacted. It determines whether strategies are implemented as planned, if money is spent as the budget dictates and whether or not potential threats are solved before their detrimental implications. This is why it is so important to leverage your culture to maximize your organization’s potential.

Each of these modules/phases can be completed separately and independently. A more comprehensive approach would include all of these phases, interwoven together. Alternatively, an a la carte approach can be taken depending on the client’s needs, picking and choosing modules separately based on need/opportunity.

**“Culture eats anything it wants anytime it wants.”**

Chris McGoff, co-founder of The Clearing



↑  
**Be**  
Intentional

↑  
**Honor**  
Individuals

**GUIDING**  
**PRINCIPLES**

↑  
**Recognize Patterns**  
& Outliers

↑  
**Learn from**  
Feedback

# Peak Performance Culture Model™

## 1. PPC Keynote

- Join our experts to learn an overview of the 7 Disciplines which cause Peak Performance Culture
  - Certified leadership coaches with 20+ executive years and happy customers
  - Tools and exercises to practice with team
  - Custom speaker expert for each culture topic
- At the keynote, leaders learn to ask themselves before each meeting:
  - What is the calculated risk?
  - Where is pressure or resistance mounting?
  - Where are beliefs being challenged?
  - Articulating these with customers can re-install moral courage when it is most needed.

## 2. PPC Assessment

- Diagnostic Interviews with Leadership Team Members
- Leveraging results / analysis from pre-assessment survey
- Interviews run ~ 1 hour / leadership team member
- Leverage quick quantitative MITRC assessment & Qualitative Interviews
- \*\*We can also leverage existing assessment tools/products already administered by ZRG\*\*

## 3. Findings Report: PPC Culture Council

- Identify the greatest, fewest moves the client can make
- Shows areas of health and possibility, vs. sludge points
- Includes short term (30 days), medium term, long term view
- Use Power PRIME to deliver this information to establish
  - Shared Perspective
  - Shared Intention

## 4. PPC Coaching

- Work through your company's most challenging cultural tensions with our certified PPC Coaches. Establish a personal and team improvement plan around the 7 Disciplines of Peak Performance Culture.
  - Certified leadership coaches with 20+ years executive coaching and happy customers
  - Tools and exercises to practice with team
  - Custom coaching plan to achieve PPC

## 5. PPC Training

- Productive learning with the tools and exercises that foster Peak Performance Culture. You will leave the session with a clear path for practicing the 7 Disciplines of PPC.
  - Certified leadership coaches with 20+ years coaching executives and training happy customers
  - Tools and exercises to practice with team
  - Training experts for each culture topic

## 6. PPC Consulting

- In a custom PPC Consulting engagement, you will learn, practice, and adapt the 7 Disciplines. PPC teams report greater employee engagement, retention, satisfaction, and overall productivity.
  - Impact to customer satisfaction through the 7 PPC Disciplines
  - PPC program flexible for adoption among small teams or enterprises
  - Certified leadership coaches with 20+ years executive coaching and happy customers
  - Custom tools and exercises to practice with team
  - Custom consulting plan to achieve PPC

## PPC Services-Audiences Summary

The proposed PPC services have specific audiences. As with many TC stakeholder engagement approaches, the PPC services begin with the fewest, most important audiences, with options to expand the circle as teams embed PPC disciplines and measure impact.

INVITED STAKEHOLDERS					
BEST OF BREED SERVICES	Executives	Trusted Advisors	Culture Mavens	Managers	Core Staff
PPC Keynote	X	X	X	X	X
PPC Assessment	X	X	X	X	X
Culture Council	X	X	X		
PPC Coaching	X	X	X	X	
PPC Training	X	X	X	X	X
PPC Consulting	X	X	X	X	X

## The Clearing, Inc

The Clearing, Inc. is a management-consulting firm based in Washington, DC, specializing in strategy, organizational change management, program design and implementation, and strategic communication. We help private and public sector organizations anticipate, respond to, and adapt to changing environments.

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