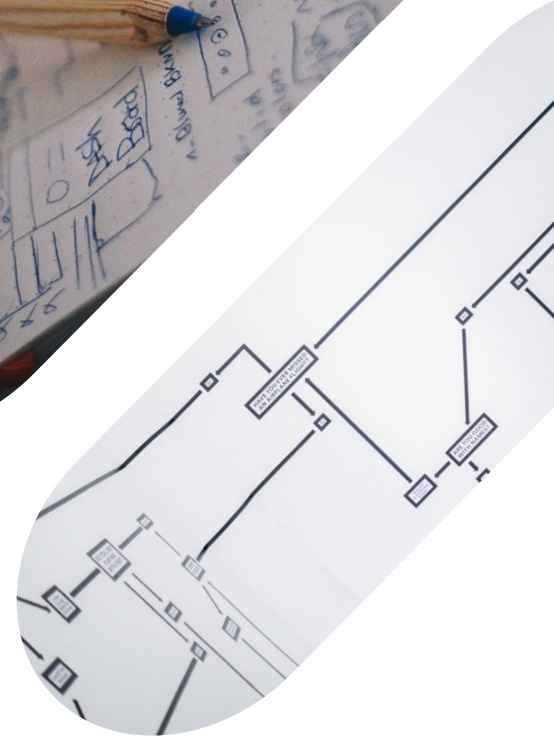




Cultivate Advisors®

Dynamic Leadership



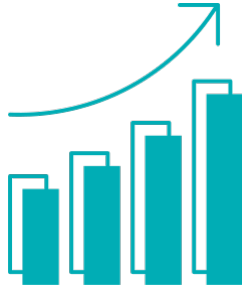
Cultivate Advisors®



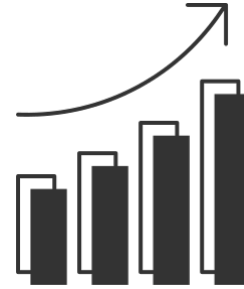
Our Mission:

To partner with committed entrepreneurs in propelling their businesses beyond expectations

Our Success with Entrepreneurs



**43% Average Top
Line Revenue
Growth for clients
over 12 Months**



**65% Average
Bottom Line Profit
Growth for clients
over 12 Months**

—•

Hello! I'm Andrea Ross

Business Advisor



Cultivate Advisors™

OUR METHODOLOGY TO PROPELLING BUSINESSES



Why We're Here

Purpose: How do we establish a robust performance culture with low attrition rates, high job satisfaction and clear leadership roles!

Creating a performance culture
through situational leadership



Cultivate Advisors™



Performance Culture

What is Performance Culture?

- **Attrition low**
- **Performance consistently high**
- **All your team members are rowing in the same direction**
- **A skill/commitment balance**
- **Clear accountability**

Discussion

When you think about Performance Culture, are there any pieces of that missing in your own team or organization?



Key Leadership Qualities



More than ever we need to show up as leaders!

- 1. Goal and Vision Focused**
- 2. Assertive**
- 3. Outstanding Listener**
- 4. Accountable**

Goal and Vision Focused

Share your goals with your team. Talk them through why these are your goals and discuss what it's going to look like to hit these goals. More importantly, when you look at your vision, focus on the why. Why is this your vision, why are we all striving for this. Allow that vision and the why behind it to drive your team like it drives you!



Assertive Tact

Assertive tact means that you're always looking for the win-win. When you need to coach or delegate to a team member, how are you accounting for their needs as well as your own? Look at what you're asking for from their perspective and be strong in your delegation, but willing to tactfully explain the why and show them that you've taken their needs into account as well.



Outstanding Listener

This is both the easiest and the hardest skillset of a leader. We are all so busy that often we forget to listen to our team and to consistently validate what we're hearing them say. By making our team feel heard we empower them to think more independently, come to us with ideas and questions and grow in their role and with the organization.

Accountable

We expect accountability from our teams, but often forget to show this trait ourselves. We make sure our team is following through on their tasks, that they are meeting the expectations we set for them and meeting the KPIs we develop, but to see this behavior we have to model it consistently. To do this we have to make sure we are following through, reaching our own goals and meeting our own expectations. If we make a mistake, we also need to model apologizing or holding ourselves accountable.



Collaborative Planning

Check In

How Much Collaborative Planning Do You Have In Your Business?

- A. Just me for now
- B. Me, Hoping to shift this year
- C. Have team members providing plans to me
- D. Have teams providing leaders plans to roll up to me

Planning With a Team

You Lead Yourself



You Lead Everyone



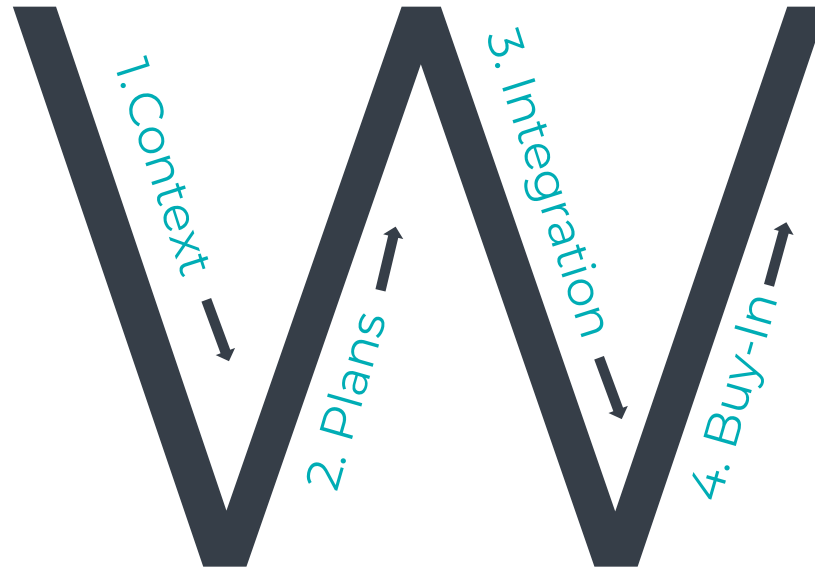
You Lead Leaders



Why Valuable to Collaborate?



Leadership



Teams

Kickstarting Collaboration

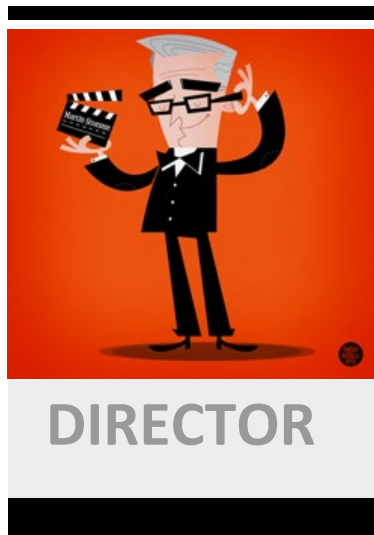
1. Formally review planning process with all collaborates
2. Lock in dates for each stage of the planning process
3. Discuss format / deliverables of each stage
4. Schedule time with each collaborate
 - a. Context Delivered
 - b. Plan Review
 - c. Plan Integration
 - d. Plan Buy-In



Situational Leadership

STYLES OF LEADERSHIP

(Ken Blanchard – 1 Minute Manager)



DIRECTOR

Explain & Validate

Get Into The Details

Defines Roles & Tasks, Decisions Are One-Way

Ask & Discuss

**Work From Their
Mindset**

COACH

Seeks Ideas & Suggestions, Communication is Two-Ways

Listen & Empathize

Spend Time

SUPPORTER

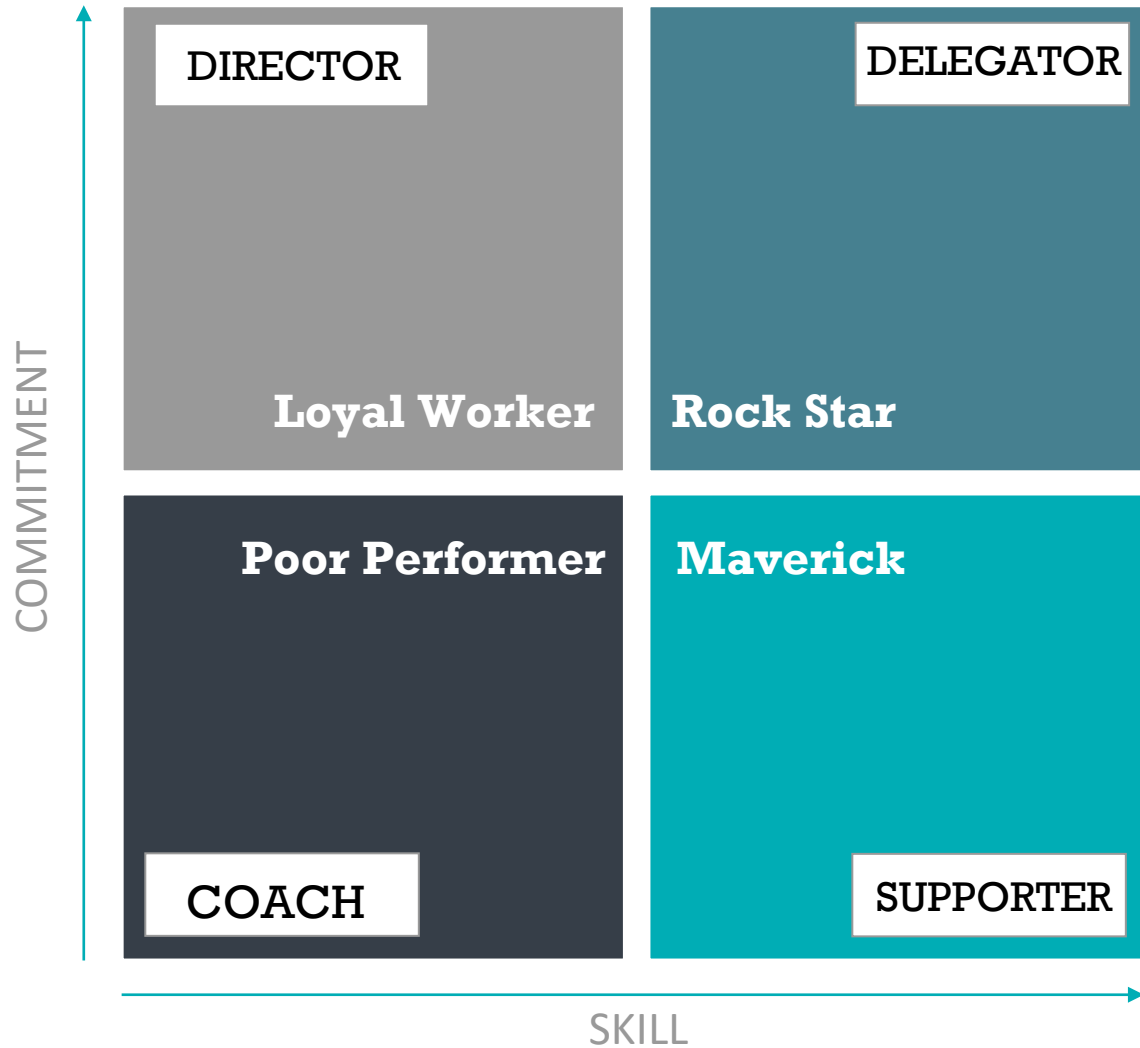
Motivating, Building Confidence, Giving Praise and Listening

DELEGATOR

Tell & Ask

**Focus on What,
Not How**

High Trust, Little Supervision



WHAT GOES INTO A TASK

Why will an employee do it or not do it?

Commitment



Skill



Task



COMMITMENT

What does it mean for an employee to be committed?

Willingness

RANK 1-10



Confidence

RANK 1-10



COMMITMENT

AVERAGE BOTH RANKS

SKILL

What does it mean for an employee to have skill?

Knowledge

e RANK 1-10



Experience

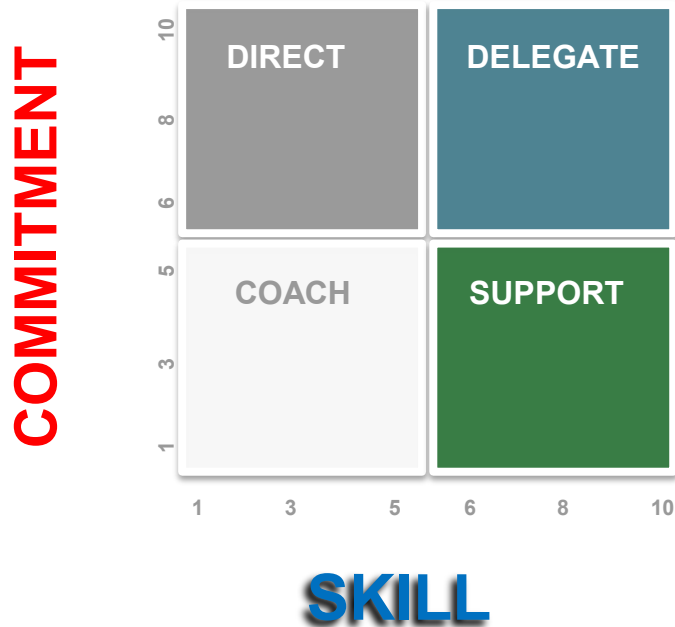
RANK 1-10



SKILL

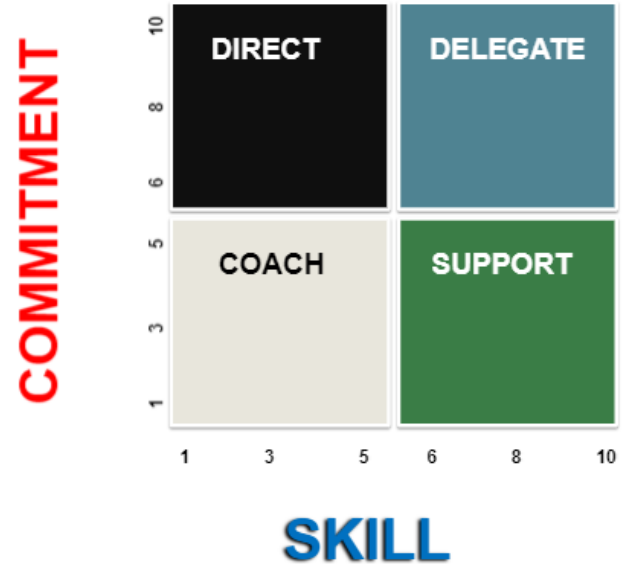
L AVERAGE BOTH RANKS

Situational Leadership



Take Action

Situational Leadership:
- Work through example
with 1 key staff member



REAL WORLD SCENARIO

1

Write the name of someone you are currently having a challenge with?

2

List 2 tasks they're good at/bad at

REAL WORLD SCENARIO

3

Picking one of the 'bad at' tasks, how long has this challenge existed?

4

What style of leadership have you primarily been implementing with them regarding this task?



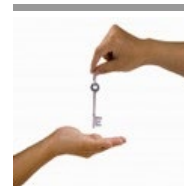
DIRECTOR




COACH



SUPPORT



DELEGATE



What Will You Do Differently?

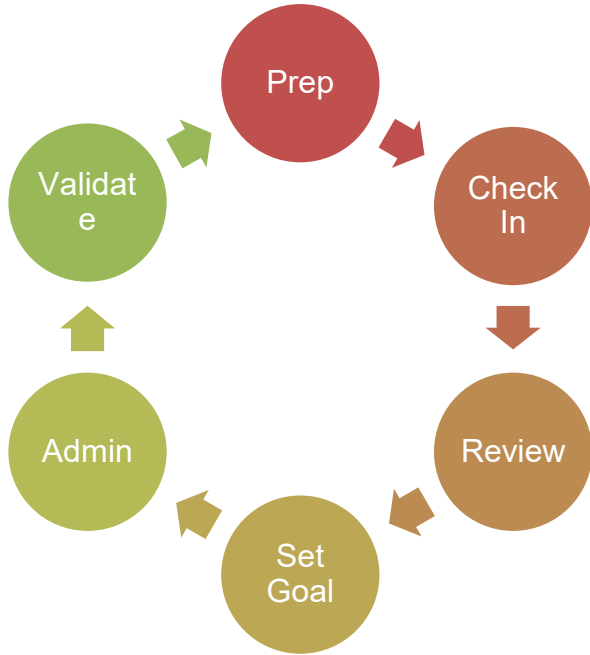


Accountability and Guardrails

ACCOUNTABILITY through MEETINGS



1-on-1 Accountability Meetings



- Prep: 15 minutes each
- Check In: 3 minutes
- Review: 10 minutes
- Set Goal: 10 minutes
- Admin: 5 minutes
- Validate: 2 minutes

Total 30 mins

Billable Hours/Actual Hours/Anticipated Available Hours

Jan	July
Feb	Aug
Mar	Sept
Apr	Oct
May	Nov
June	Dec

Client and role:

Quick Links

[AcuMax](#)
[CCH](#)

Clients Serviced

Topics to Discuss / Items to Cover

What's Going Well?

What's Not Going Well?

Growth Mindset

Goal Tracker

Week Ending	Primary Goal	Primary Actual	Secondary Goal	Secondary Actual	Key Learning

TAKEAWAYS

What's one thing you want to make sure you take back to the office with you?

- Are you actively creating a high performance culture?
- Are you communicating with your team and creating a collaborative environment?
- How are you utilizing situational leadership?

Hello! I'm Deborah Snyder

Relationship Manager



Cultivate Advisors™



Let us help



Free Advising Session

A WORLD
MADE BETTER BY
ENTREPRENEURS

THANK YOU!

Deborah@cultivateadvisors.com

Questions?