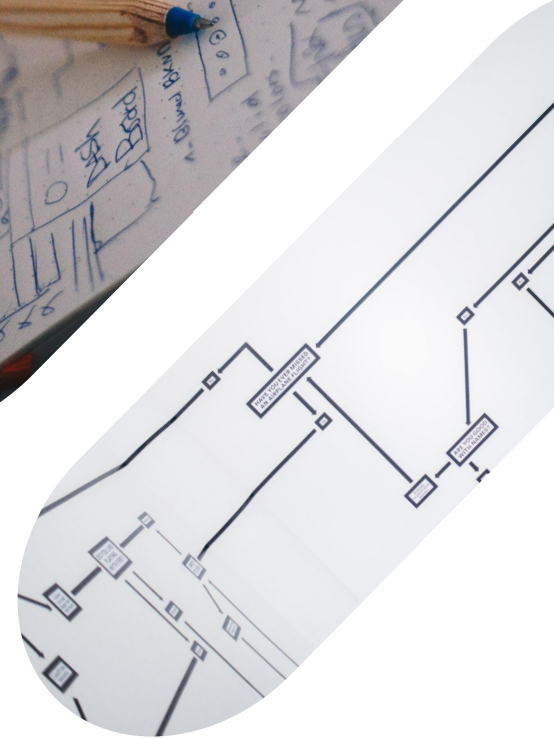




Cultivate Advisors®

Dynamic Leadership



Cultivate Advisors®



Hello! I'm Andrea Ross

Business Advisor



Cultivate Advisors™



Our Mission:

To partner with committed entrepreneurs in propelling their businesses beyond expectations

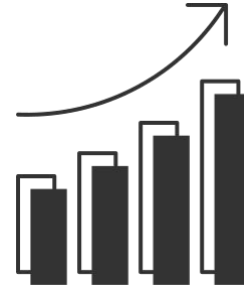
OUR METHODOLOGY TO PROPELLING BUSINESSES



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**

Why We're Here

Purpose: To think through how we as leaders are creating a performance culture and how to collaborate with our teams in our 2023 planning and goals.

Post covid how do we need to
evolve as leaders





Performance Culture

What is Performance Culture?

- **Attrition low**
- **Performance consistently high**
- **All your team members are rowing in the same direction**

Discussion

What are some repercussions from Covid that have impacted the ability to have a high performance culture ?



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



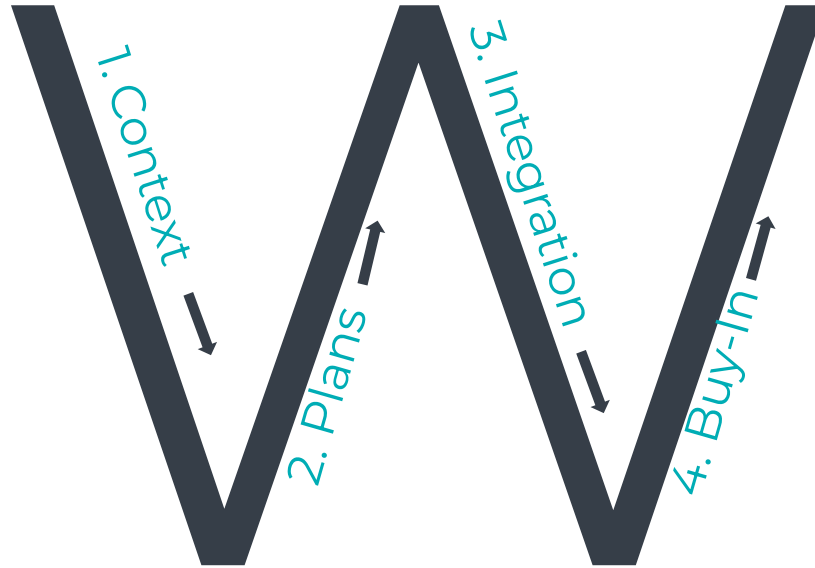
You Lead Leaders



Why Valuable to Collaborate?



Leadership



Teams

Kickstarting Collaboration

1. Formally review planning process with all collaborators
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

Billable Hours/Actual Hours/Anticipated Available Hours				Client and role:			Quick Links
Jan		July					AcuMax
Feb		Aug					CCH
Mar		Sept					
Apr		Oct					
May		Nov					
June		Dec					
# 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		



Andrea Ross

Business Advisor

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 do you ensure follow through and accountability?**



Let us help



**Free
Advising
Session**

A WORLD
MADE BETTER BY
ENTREPRENEURS

THANK YOU!

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Questions?