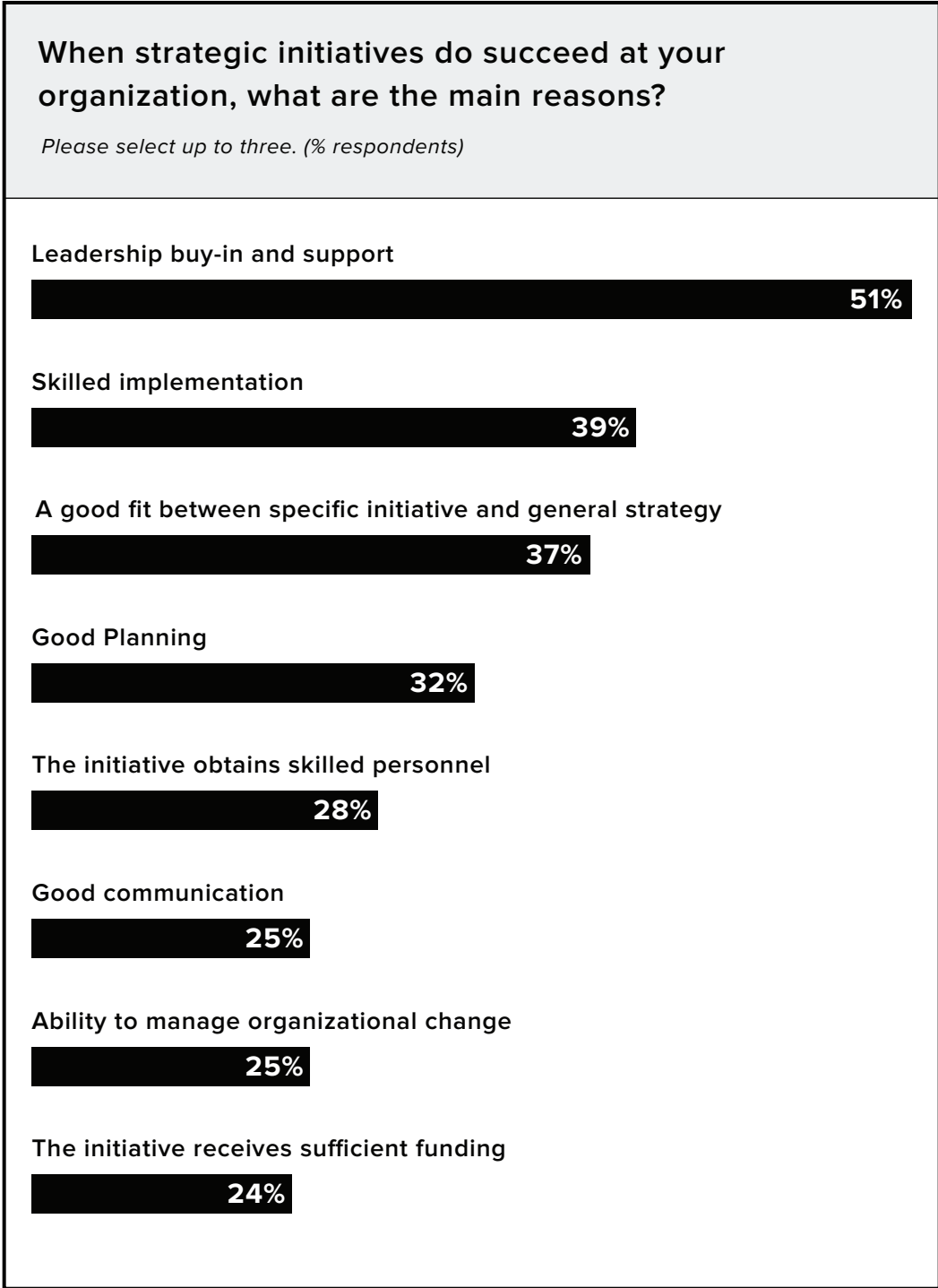


BREAKTHROUGH LEADERSHIP TEAM

Fig. 1



Figures do not total 100% because "Don't Knows" and "N/A" are not listed.

BREAKTHROUGH LEADERSHIP TEAM

Fig. 2

Functions/Business Units	Accountability	Success KPI 1	Success KPI 2
HEAD OF COMPANY			
SALES			
MARKETING			
FINANCE			
HUMAN RESOURCES			
OPERATIONS			
INFORMATION TECHNOLOGY			
CUSTOMER SERVICE			
R&D			

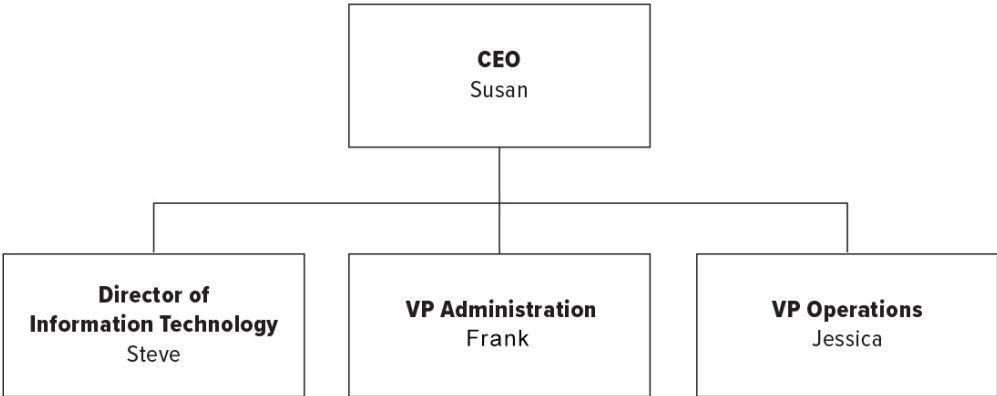
BREAKTHROUGH LEADERSHIP TEAM

Fig. 3

Functions/Business Units	Success KPI 1	Success KPI 2
HEAD OF COMPANY	Net Income	Employee Net Promoter Score
SALES	Revenue	Number of New Clients
MARKETING	Marketing Qualified Leads	Cost per Lead
FINANCE	Net Cash Flow	Length of the Cash Conversion Cycle
HUMAN RESOURCES	Employee Retention	# A-Players Hired
OPERATIONS	Order Fill %	Lead Time
INFORMATION TECHNOLOGY	System Uptime	Average Response Time
CUSTOMER SERVICE	Client Retention	Client Net Promoter Score
R&D	Number of New Products Introduced	Number of New Products in the Pipeline

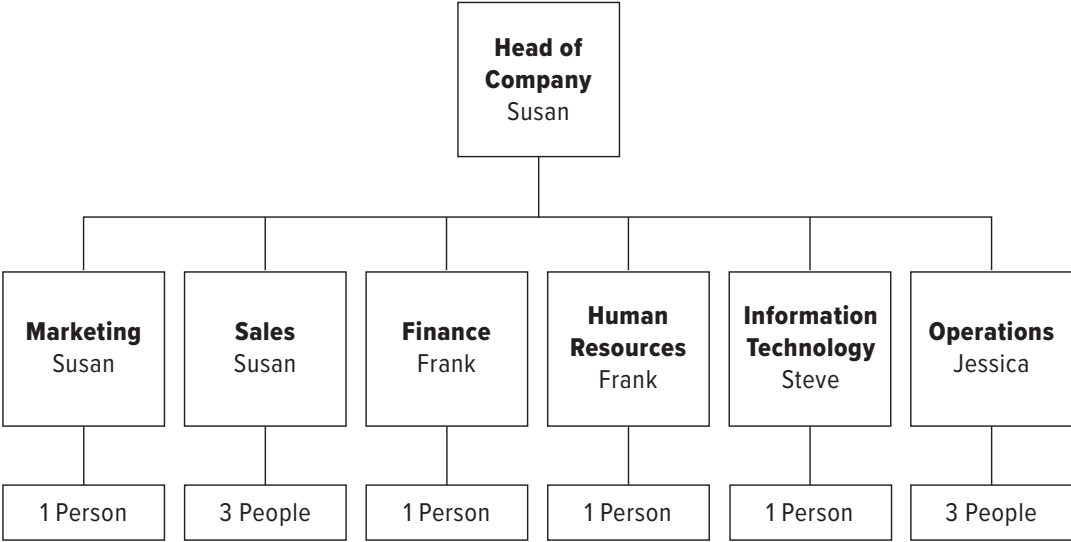
BREAKTHROUGH LEADERSHIP TEAM

Fig. 4



BREAKTHROUGH LEADERSHIP TEAM

Fig. 5



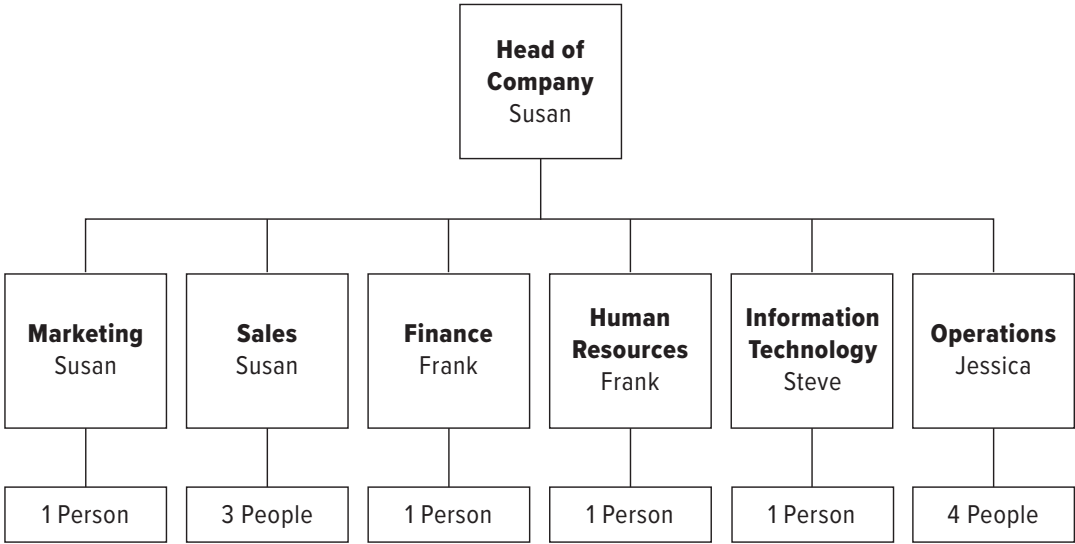
BREAKTHROUGH LEADERSHIP TEAM

Fig. 6

	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2021 Q1	2021 Q2	2021 Q3	2021 Q4	2022 Q1	2022 Q2	2022 Q3	2022 Q4
Revenue	2.3m	2.4m	2.6m	2.6m	3m	3.2m	3.5m	3.6m	4.5m	4.7m	4.9m	5m
Net Profit	3%	3%	5%	3%	6%	7%	9%	8%	12%	14%	15%	15%
Cash in Bank	\$100k	\$150k	\$160k	\$175k	\$200k	\$300k	\$500k	\$750k	\$1m	\$1.4m	\$1.7m	\$2m
# Clients	85	95	105	115	125	137	155	175	200	220	240	260
# Orders	225	285	315	345	375	411	465	525	600	660	720	780
# Units Shipped	38250	42750	47250	51750	56250	61650	69750	78750	90000	99000	108000	117000
# Products	250	275	300	325	350	375	400	425	450	475	500	525
# FTE's	40	43	46	49	52	53	55	57	59	61	63	65

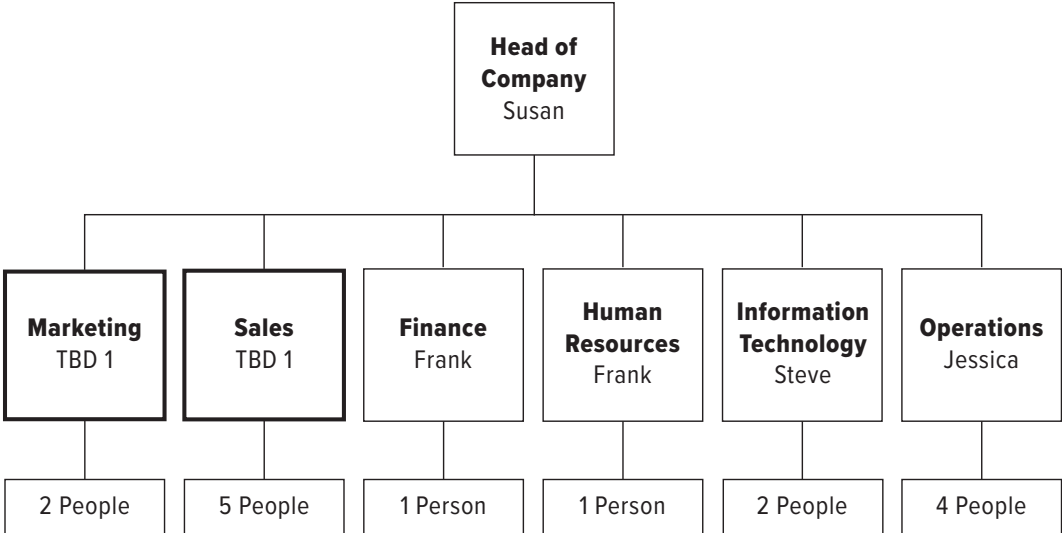
BREAKTHROUGH LEADERSHIP TEAM

Fig. 7



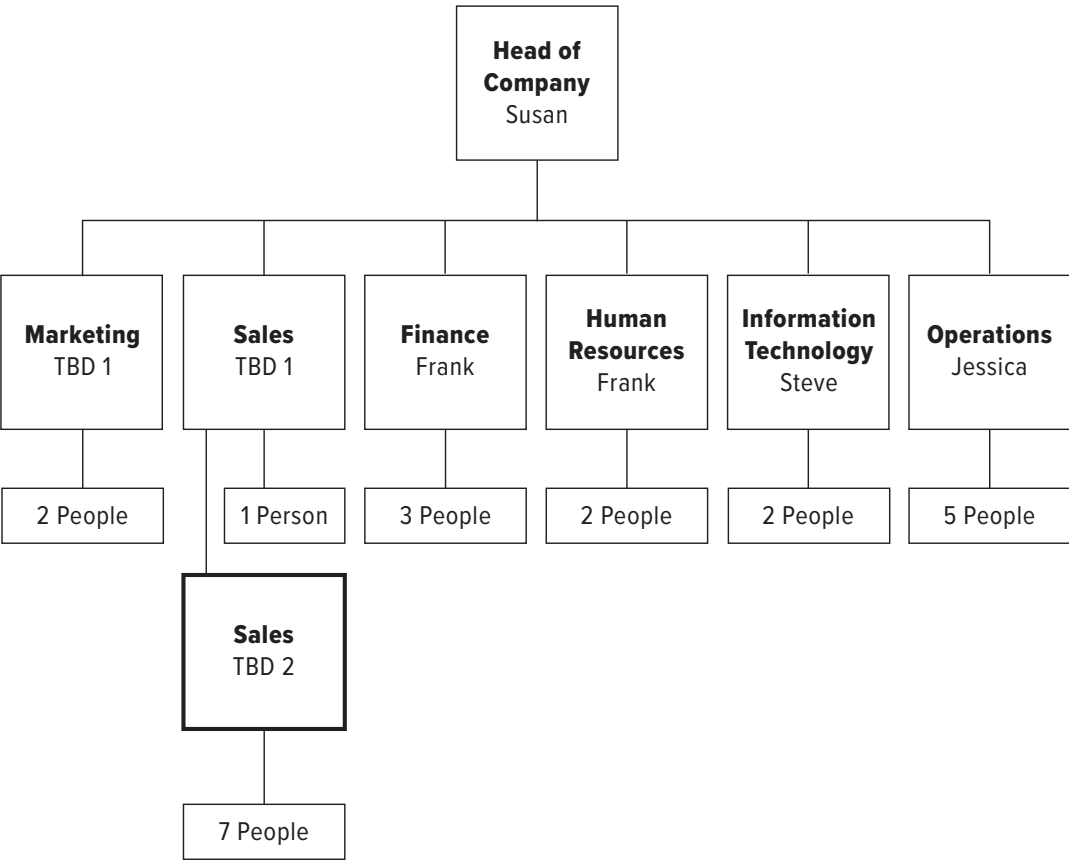
BREAKTHROUGH LEADERSHIP TEAM

Fig. 8



BREAKTHROUGH LEADERSHIP TEAM

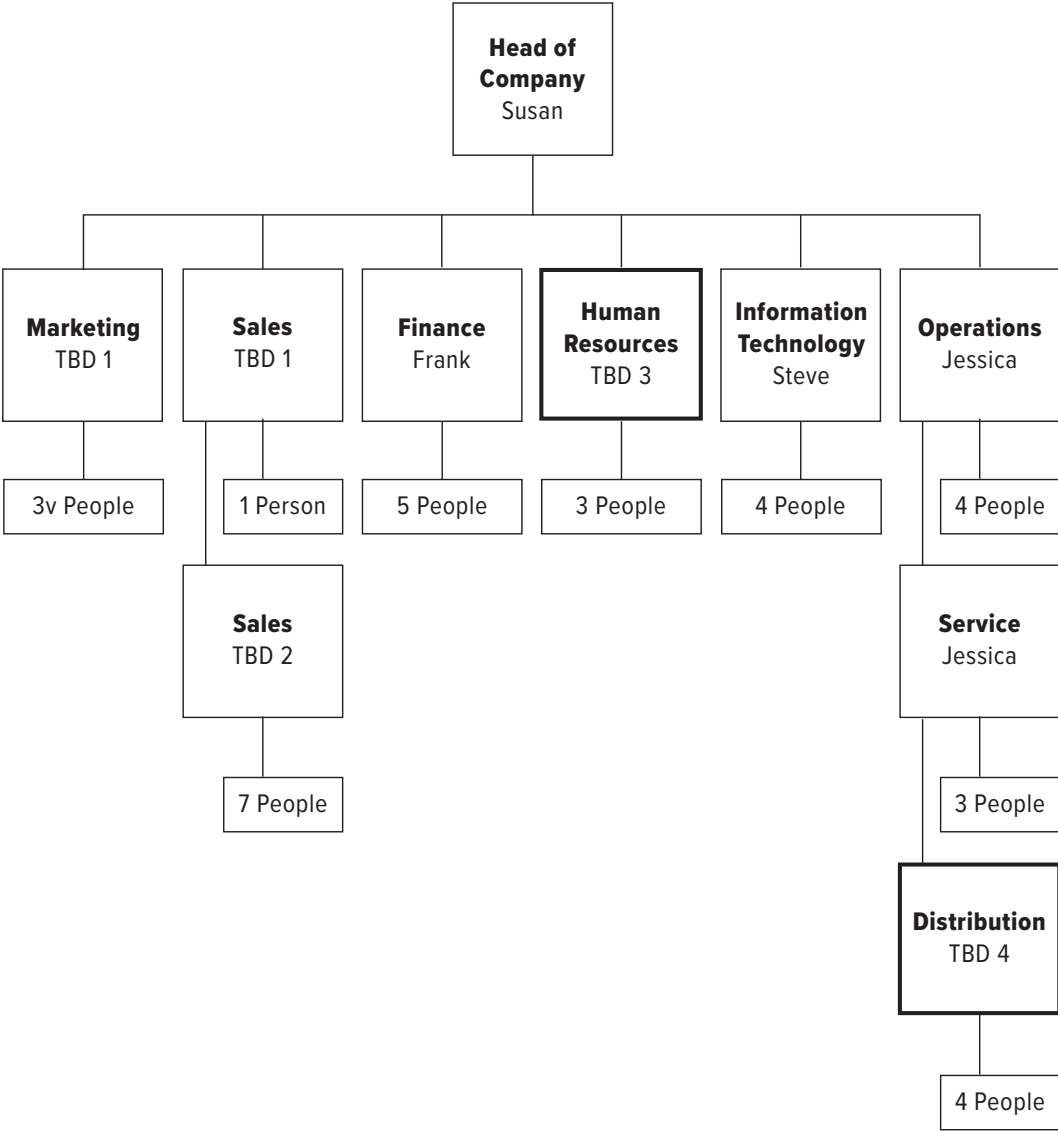
Fig. 9



BREAKTHROUGH LEADERSHIP TEAM

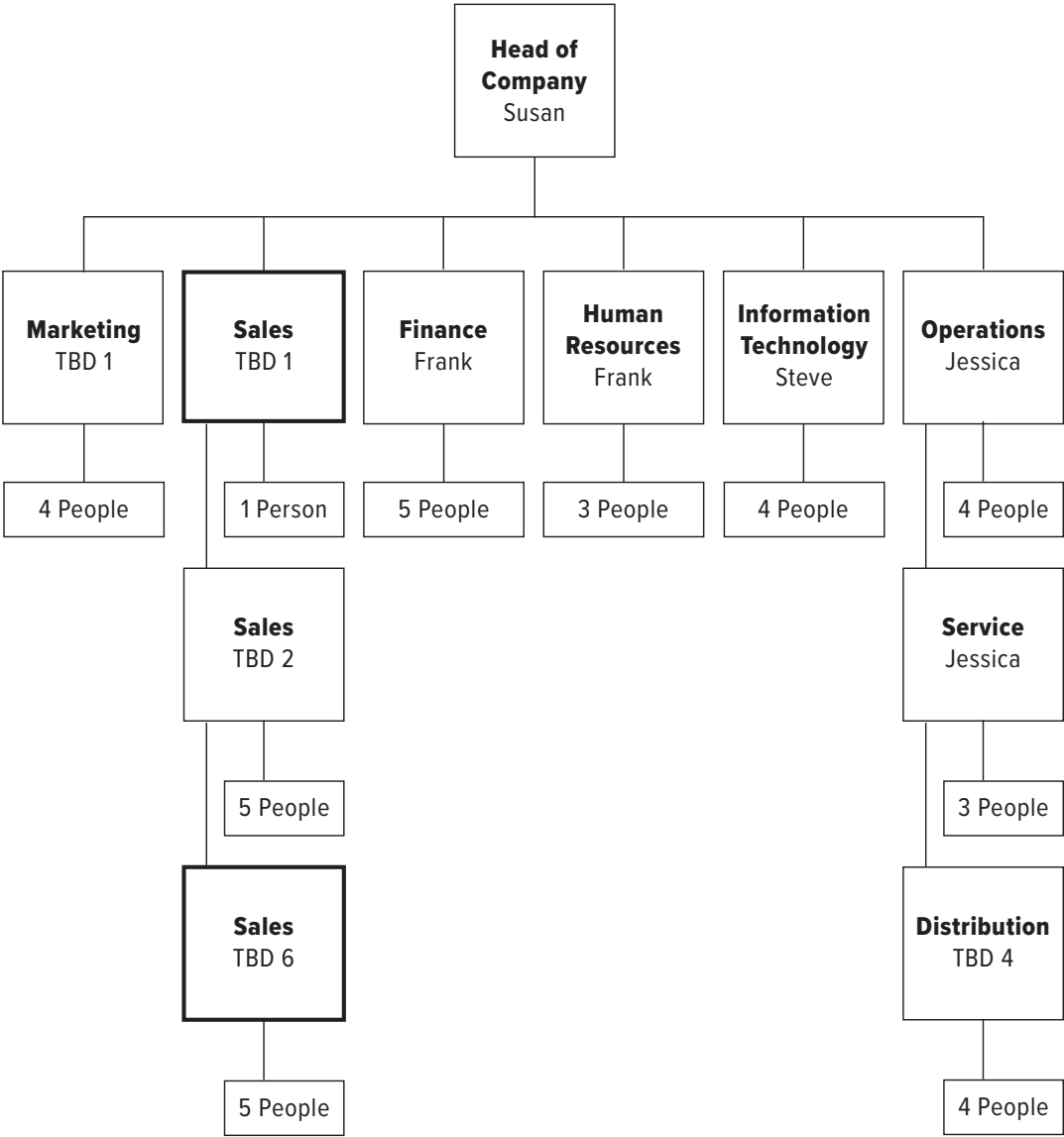
Fig. 10

Q3 2021



BREAKTHROUGH LEADERSHIP TEAM

Fig. 11

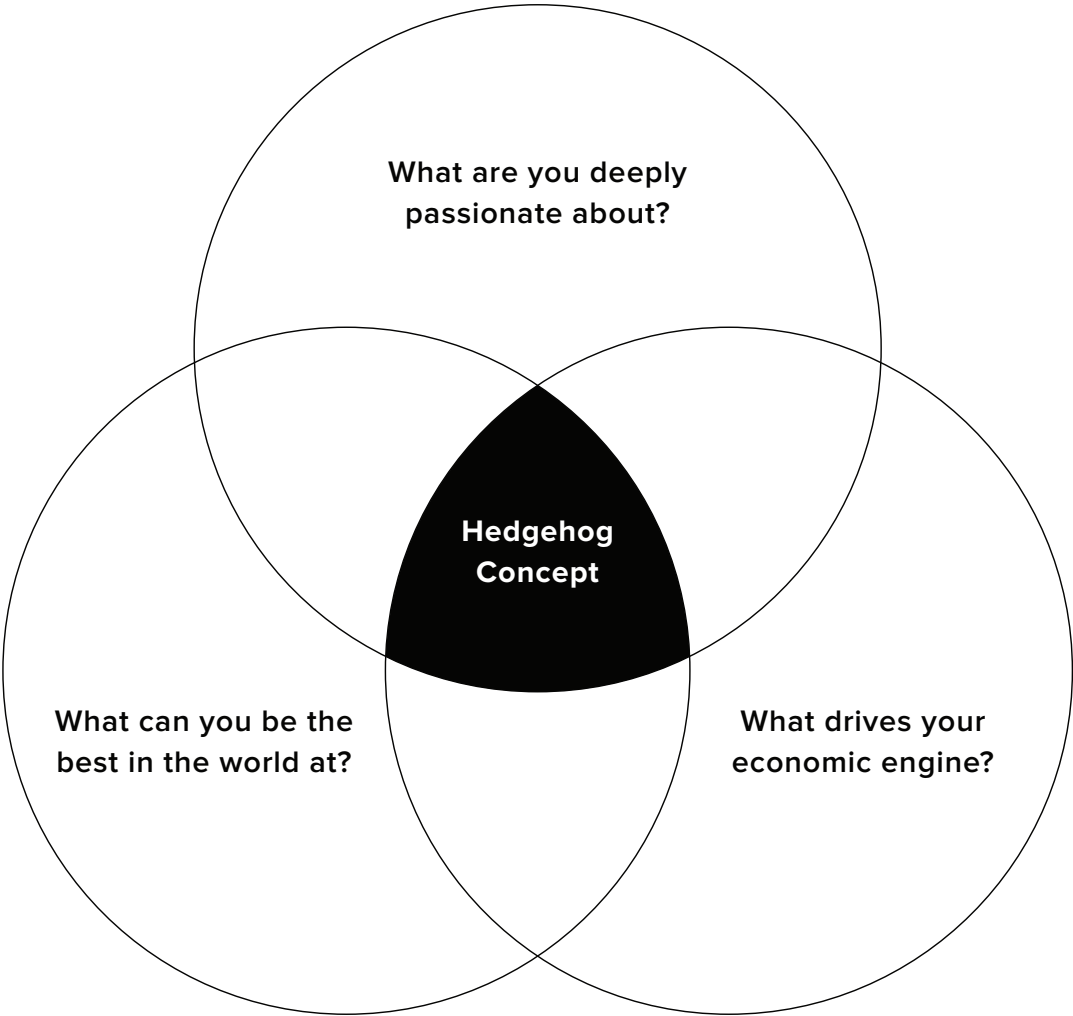


BREAKTHROUGH LEADERSHIP TEAM

Fig. 12

	Average Increase for Twelve Firms <i>with</i> Performance-Enhancing Cultures	Average Increase for Twenty Firms <i>without</i> Performance-Enhancing Cultures
Revenue Growth	682%	166%
Employment Growth	282%	36%
Stock Price Growth	901%	74%
Net Income Growth	756%	1%

Fig. 13



BREAKTHROUGH LEADERSHIP TEAM

Fig. 14

BHAG Type	Examples
Target BHAG	By 2022, we will have delivered 10 million customers to the businesses that we service. (Red Balloon, early 2000s)
Common Enemy BHAG	Crush Adidas. (Nike, 1960s)
Role Model BHAG	Be the Harvard of coaching organizations. (Gravitas International Coaches 2019)
Internal Transformation BHAG	Transform this company from a defense contractor into the best diversified high-technology company in the world. (Rockwell, 1955)

BREAKTHROUGH LEADERSHIP TEAM

Fig. 15

OTHERS

Their Name	They Should Keep Doing...	They Should Change...

BREAKTHROUGH LEADERSHIP TEAM

Fig. 16

YOU

Your Name	You Should Keep Doing...	You Should Change...

What 1-2 behaviors do you plan to work on immediately?

BREAKTHROUGH LEADERSHIP TEAM

Fig. 17

Situation	Recommended Book
Lack of Trust	<i>The Five Dysfunctions of a Team</i> by Pat Lencioni
Need for better coaching and mentoring skills	<i>Multipliers</i> by Liz Wiseman <i>The Coaching Habit</i> by Michael Bungay Stanier
Too many hiring mistakes	<i>Who: The A Method for Hiring</i> by Geoffrey Smart <i>Hiring for Attitude</i> by Mark Murphey
Team lacks strategic thinking capabilities	<i>Good to Great</i> by Jim Collins <i>The 3HAG Way</i> by Shannon Susko
Morale or culture issues on the team	<i>The Culture Code</i> by Daniel Coyle <i>The Power of Moments</i> by Chip and Dan Heath
Lack of accountability	<i>Measure What Matters</i> by John Doerr <i>The Five Dysfunctions of a Team</i> by Pat Lencioni

BREAKTHROUGH LEADERSHIP TEAM

Fig. 18

NAME: _____

Month	Individual		Leadership Team		Direct Reports	
	Personal	Professional	Personal	Professional	Personal	Professional
January						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						

BREAKTHROUGH LEADERSHIP TEAM

Fig. 19

Team Member Initials	Core Value Score (0-10)	Productivity Score (0-10)	Action Plan

BREAKTHROUGH LEADERSHIP TEAM

Fig. 20

