

# EBL

## EVIDENCE-BASED LEADERSHIP PROGRAM

CREATE A HIGH-PERFORMANCE CULTURE, AND MEASURABLE SUCCESS  
FULFILL THE MISSION, ACHIEVE THE VISION, AND REACH THE STRATEGIC GOALS  
FOR YOUR LEADERSHIP TEAM

### IS YOUR STRATEGY IMPROVING YOUR ORGANIZATION'S PERFORMANCE? CAN YOU PROVE IT?

Leading an organization to high-performance is not about getting things done. Ticking boxes is not evidence of impact. We only get evidence of impact by measuring results.

To prove that your organization's mission is being fulfilled, its vision is being realized, and its strategic goals are being achieved, you must measure them.

### TOO OFTEN, STRATEGY HAS NO MEASURABLE IMPACT.

It's very common for leaders to struggle to measure and prove the impact of their strategy:

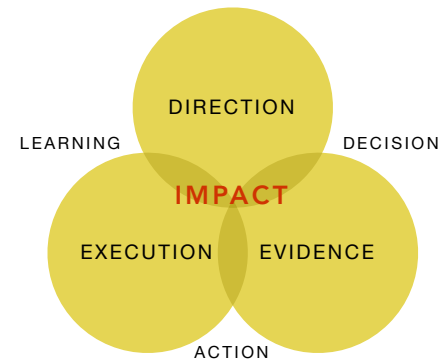
- Strategy is hard to measure meaningfully, because it's so broad and intangible.
- Strategic initiatives and improvement projects don't show direct contribution to strategy.
- People are not engaged in aligning their results to the corporate strategy.

Evidence-based leaders know what to focus on, what to monitor, and what to leverage to move an organization from guessing, to knowing, and then to performing.

Evidence-based leaders know how to create a culture of high-performance and measurable success.

### IT'S NOT ABOUT HOW TO LEAD, IT'S ABOUT WHAT TO LEAD

Evidence-based leadership means practicing and inspiring the habits of high-performance.



There are three leadership habits of high-performance that Executives practice and master:

- Direction: setting a measurable strategy  $\pi$
- Evidence: meaningfully measuring what matters
- Execution: executing strategy through leverage

And there are three organizational habits of high-performance that Executives embed and support:

- Decision: everyone owning the strategy
- Action: everyone getting the right things done
- Learning: everyone turning failure into success

Evidence-Based Leadership is the roadmap to fulfill your mission, realise your vision, and achieve your strategic goals, sooner and with less effort.

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### FOR YOUR LEADERSHIP TEAM

#### THE EVIDENCE-BASED LEADERSHIP PROGRAM IS WHERE TO START.



The Evidence-Based Leadership (EBL) framework is detailed in Stacey Barr's book, *Prove It!*

To get the evidence you need to become a high performing organization, there are two steps:

The 1-day EBL Training gives you the practical skills for each EBL habit so you can clarify, measure, cascade and execute your strategic direction, with deep engagement from managers and staff organization-wide. The training is a combination of discussion, case studies, and practical frameworks.

The 2-day Strategic KPI Immersion follows the EBL Training. We make your corporate strategy more measurable and easier to communicate, we design measures for it, and we plan the implementation of your EBL habits organization-wide.

*"The workshop was revelational - truly... Simply put, the single most important question that I took away with me was a question you asked of me on the second morning: 'What do you define as success for the organisation?' Well I've got to say that question took me about two or three days to answer properly. As a result, it's strengthened the focus in our organization about what matters most."*

*Todd MacDougall, CEO, Corcom*

Participants in Evidence-Based Leadership Programs routinely comment about how much value comes from such a short investment in time.

*"We've tried for years to accomplish what we just did in 2 days!"*

*"We should have had this conversation years ago."*

*"Now all 12 of us can tell the same story of our strategy. Not just the CEO!"*

#### YOUR OPTIONS

We recommend your entire leadership team participates in this program, to get the most ownership of your strategy and most consistency in its execution.

On-site and virtual options are available for your leadership team and can be discussed and designed with expert EBL facilitator, Brook Rolter.

1-day Training	EBL Training
2-day Immersion	Strategic KPI Immersion
Full 3-day	combined Training & Immersion

*Imagine your strategy is easier to communicate, easier to measure, easier to cascade, easier to execute.*

*What would that be worth to you?*

*What would it save you?*

#### TO DISCUSS YOUR EBL PROGRAM

To arrange a chat about your situation, to ask questions, explore how EBL can benefit your organization please contact us:

Call: Brook Rolter 703 628 0340

Email: Brook@RolterAssociates.com

Stacey Barr, the Performance Measure Specialist, is the creator of PuMP® and has specialized in organizational performance measurement since 1993.  
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