

#1 Second Freedom - Redefine

1. What is Second Freedom – Redefine

This is our signature offering where we work with individuals and teams to measure, develop and sustain leadership effectiveness in a VUCA world.

2. Why do we offer it?

Corporations and organizations wield a tremendous amount of power in our world today. The choices that leaders and leadership teams make on a daily basis not only impact their organizations and the stakeholders they are connected to, but also impact the communities, regions, nations and planet as a whole. We believe that leaders and leadership teams need to upgrade their capacity to think and act in a VUCA world so they can effectively run their organizations in a way that leads to stronger business performance while also securing the long-term future of our planet.

3. What happens during SF-Redefine? You will

- ▶ Three phases. Phase 1 is Measurement: Have each leader on your leadership team go through the 3D diagnostic process to assess leadership effectiveness (for more on this, see the video on Second Freedom Measure)
- ▶ Each have bi-weekly coaching calls to share your leadership context and challenges
- ▶ Have one of our coaches attend team meetings to observe team dynamics
- ▶ Once the measurement phase is complete, we move into the Development phase. In this phase, individuals are constantly working on VUCA Cycles of Learning (VCol) to help them develop new mindsets and skillsets identified during the measurement phase
- ▶ At the same time, the team is also working together to develop collective skills, for example collaborative decision-making, again working with VCol.
- ▶ After 12-18 months in the Develop phase, we move into the final phase, what we call Sustain. During this phase, each leader is measured again using the 3D Diagnostic to show measurable growth in leadership effectiveness. New areas are identified for further growth, at an individual and team level.
- ▶ Coaching calls happen every 4-6 weeks to check-in on individual and team progress in the areas identified

4. What are your take-aways?

- ▶ Each leader will receive a detailed customized coaching plan based on the results of the 3D diagnostic
- ▶ The leadership team will also receive a coaching plan identifying the common areas of development for the team
- ▶ Customized VCol for each team member and for the team as a whole

At the end of this journey, if you have done the work individually and collectively, you will be a more effective VUCA leader, your team will be perform at a higher level together, and your organization will achieve optimal results. And it happens through measurement, development and sustainment.