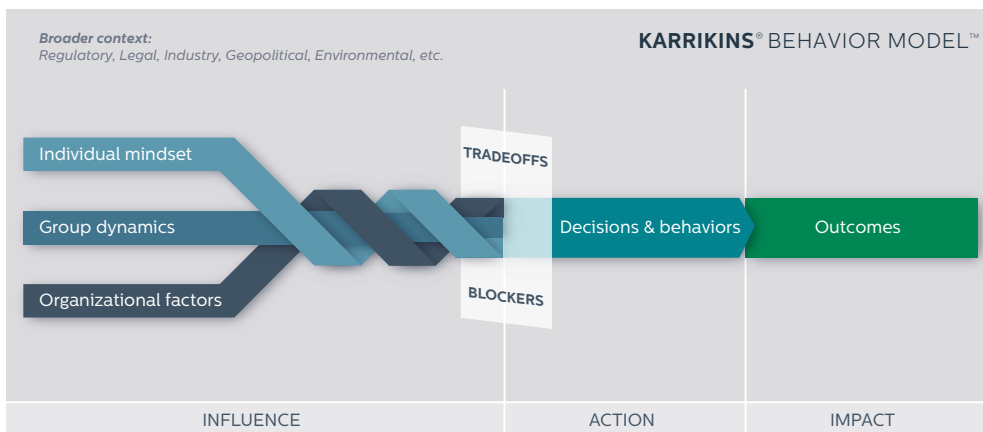


## Solve the avoided to accelerate transformation



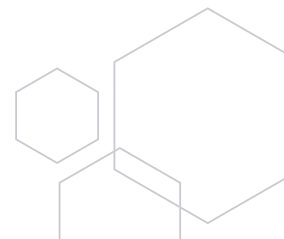
We use the **KARRIKINS Behavior Model™** to frame the conversations we know teams need to have to figure out how to deliver on new outcomes. By drawing focus to and exploring the influencers of actions, teams can start to shift decisions and behaviors in meaningful ways.

Too often, teams jump right to what the new behaviors and decisions should be without understanding what influences them. The result? A lot of agreement and very little alignment.

Taking the time to talk through the influencers helps individuals and teams set themselves up for success as they work to deliver on strategy, transform their organizations, and fuel growth.

## 5 ways to activate leaders and accelerate transformation

- 1 **TRADEOFFS** are the tough-to-make choices that drive decisions and behaviors. Examples include short term / long term, operational / innovative, or custom / standard. Teams become deeply habituated around what tradeoffs they prefer to make.
- 2 **BLOCKERS** are often related to organizational factors, and are simply hard realities to work through. This could include Board-level decisions, standard processes, legal / regulatory requirements, or other tough-to-change influences.
- 3 **INDIVIDUAL MINDSETS** represent deeply held beliefs, biases, and assumptions about other people, the way work gets done, and how the world functions. They influence how we show up and what we believe about the team.
- 4 **GROUP DYNAMICS** exist whenever two or more people are in a literal or figurative room together. They include positional power, rituals, symbols, stories, ways of debating, and routines that influence how a group works together.
- 5 **ORGANIZATIONAL FACTORS** create more visible guardrails for how things get done. They include processes, procedures, org charts, compensation models, floor plans, working hours, and other structures that guide behavior.



The *Activate Leaders to Make HOW Matter* webinar is hosted by:

**JULIE WILLIAMSON, PhD**  
Managing Partner



Julie is a growth-minded leader who believes executives set the standard for others through the example they provide. She is a strategist, technologist, and a social scientist who puts her energy toward working with leaders around the world as they tackle some of the biggest challenges in their industries and organizations. In today's increasingly complex and interconnected world, Julie knows the power of aligned leaders to deliver on strategy and create value. That's why she focuses her time and energy on helping senior leaders come together to deliver the work that matters most.

## Let's align and activate your leaders...

We'd love to hear from you and learn more about how you are working to transform in big and small ways.

Say [hello@karrikinsgroup.com](mailto:hello@karrikinsgroup.com) to set up a free 30-minute conversation.

KARRIKINS® COFFEE BREAK

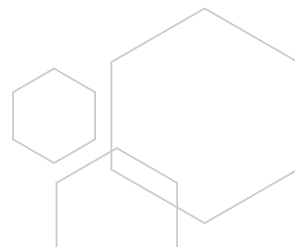


*Activate Leaders To  
Make HOW Matter*

WHITE PAPER



*The HOW of Leadership*



The **KARRIKINS Diamond Triangle™** summarizes the leadership requirements for sustained growth and transformation.



In today's environment, we've observed that:

- › Aligned leadership teams generate more growth than individual leaders can on their own.
- › Alignment solely to a WHY or WHAT results in suboptimal performance.
- › Lacking a clearly defined HOW to lead together destroys business value and blinds leadership teams to risk and opportunities.
- › Enduring value creation comes from aligned leaders working to move an organization forward.

## The missing link

It is rare for leadership teams to be as clear on **HOW** to work together as they are on **WHAT** they need to do and **WHY** they do it. We are obsessed with closing that gap and unlocking the full value-creating potential of the organizations with which we partner.