



# Leadership from the Inside Out

**Strategic Leadership Check-In**

iHeartMedia | Southall | March 9th to 11th, 2026

**Building alignment, influence, and  
momentum as one leadership team**

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**This Workbook  
Belongs to :** \_\_\_\_\_

**Participant Workbook**

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# Let's Check In

Leadership requires presence. One of the best ways to reach it is with a pause.

**Individual Reflection + Pair Share**

**How am I really arriving today?**

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**What is most present for you right now?**

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**What would make today valuable?**

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# Why We're Here

This is not a retreat. This is a strategic leadership check-in.

In a season of extreme growth, pause is not slowing down, it's how leaders regain command. When targets accelerate and complexity grows, the quality of what we build depends on the quality of what we bring.

This leadership team shapes meaning, belief, and experience, not only metrics. How you show up directly impacts momentum, collaboration, and revenue.

## Today is about:

- Operating as one leadership unit
  - Aligning how we show up, decide, and collaborate
  - Strengthening belief, motivation, and momentum in a high-growth year
  - Designing how we lead forward
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**When we operate as one unit, we create the greatest opportunity.**



# Leadership from Within

Leadership is not only what we say or do.  
It is the internal place we are leading from.

Our presence shapes rooms before words are spoken.  
Our emotional state influences decisions, relationships, and outcomes.

Before leadership becomes performance, it is physiology.  
Before influence becomes strategy, it is energy.

Today begins by bringing awareness to what is happening inside, because what is happening inside is always shaping what happens around us.



## Individual Reflection

**How would I describe the internal state I've been leading from lately?**

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**What would I like to feel more of as a leader this year?**

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# Centering the System

Leadership performance is state-based.

How clearly we think, how we communicate, how we influence, and how we decide are all governed by the condition of the nervous system.

Before leaders move into complexity, they regulate.

Before they make decisions, they stabilize.

Before they influence others, they establish internal command.

## Centering the System

Our nervous system is constantly broadcasting information.

Stress, pressure, and emotional load don't stay internal.  
They shape tone, behavior, trust, and results.

When leaders regulate their state, they create:

- clearer thinking
- emotional stability
- relational safety
- stronger influence
- more consistent performance under pressure

This is not about slowing down.

This is how leaders regain command.



# Leadership Operating System

Leadership is not one skill.  
It is a system.

How leaders operate internally shapes how teams experience them, how culture forms, and how results happen.

Today is designed to surface the internal operating system that shapes how you lead.

## Inside-out Leadership

High-performing leaders don't rely on instinct alone.

They develop internal capacities that allow them to navigate pressure, complexity, and growth with clarity, stability, and influence.

You'll uncover these capacities and map how they operate in your own leadership throughout the day.

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# Carrying the Dinner Forward

Last night, we opened the offsite by opening conversation.

We stepped out of operational mode and into leadership perspective.

This morning, we bring that forward.

**Panel Reflection**

**One insight:**

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**One leadership realization:**

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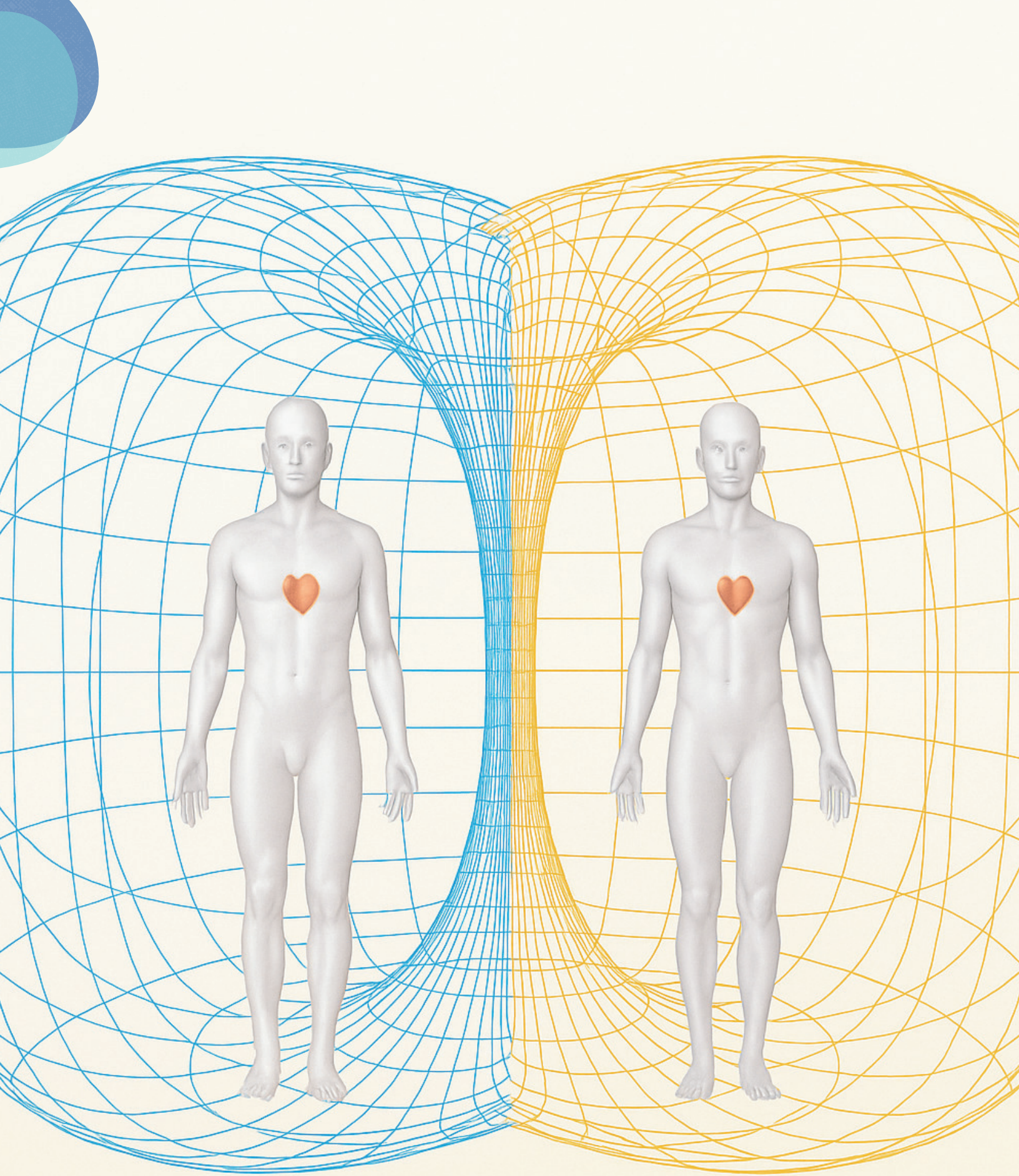
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**One shift to make:**

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## Participant Workbook

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# Heart-based Leadership

Leadership is not only cognitive.

It is energetic, emotional, and physiological.

What people experience from us is shaped less by what we think and more by the state we are operating from.

The human heart generates an electromagnetic field that extends beyond the body. This field carries emotional information that others unconsciously perceive.

Leadership is felt before it is understood.

## Why the Heart Matters

Stress, pressure, and emotional load don't stay internal. They extend outward.

They influence:

- tone and communication
- trust and psychological safety
- motivation and morale
- decision quality
- consistency under pressure

When you regulate the heart and nervous system, you don't only change yourself. You change the environment around you.

Harmonizing the heart is not about positivity.

It is about coherence, which is the internal alignment that allows leaders to remain grounded, present, and influential under pressure.

# HeartMath® + Coherence

HeartMath® is a research-based system that studies the communication between the heart, brain, and nervous system.

It shows how emotional states directly impact physiology, perception, decision-making, and performance.

At the center of it all is one concept: **coherence**.

## What is coherence?

Coherence is the state where the heart, brain, and nervous system are working in alignment.

In a state of coherence, the body operates with:

- greater clarity
- emotional stability
- improved focus
- stronger intuition
- increased resilience
- more consistent performance under pressure

In a state of incoherence, stress responses dominate, perception narrows, and leadership becomes reactive rather than intentional.

Coherent leaders don't eliminate emotion.  
They lead through it.

It is the internal condition that allows leaders to access their full capacity while navigating pressure, uncertainty, and complexity.

*Coherence is a key driver of optimal performance.*

# Coherent Leadership Reset

## Quick Coherence®



### Coherence in Leadership Communication

Leadership is not only what we say. It is the state we bring into conversations.

Coherent leaders:

- stabilize themselves before engaging
- listen for essence, not only words
- notice emotional undercurrents
- respond rather than react
- shape the emotional field of the room

Today we'll return to coherence as we move through the day's work and conversations.

# Depletion & Renewal

Every emotional state either depletes energy or renews it.

Leaders are always operating somewhere on this spectrum, and teams feel the difference.

Teams mirror the nervous system leaders repeatedly practice.

## Individual Reflection + Activity

**What emotions most often show up for me in leadership?**

**Which emotions tend to deplete my energy?**

**Which emotions tend to renew my energy?**

# Emotional Intelligence

Emotional intelligence is not about being emotional.

It is about having the capacity to recognize, understand, and work with emotion. In yourself and in others.

In a way that supports leadership, relationships, and performance.

## **The Four Domains of Emotional Intelligence**

High-performing leaders develop emotional intelligence across four integrated domains.

### Self-Awareness

The ability to recognize your emotional state in the moment. Knowing how you feel, and how that state affects your thoughts and actions, is the foundation of emotional clarity.

### Self-Management

The ability to regulate your emotions, impulses, and energy. This doesn't mean suppressing your emotions, it means navigating them in a way that aligns with your values and goals.

### Social Awareness

The ability to sense and understand what others are feeling. Empathy, perspective-taking, and presence all live here, helping you tune into what's unspoken but felt.

### Relationship Management

The ability to use awareness of your emotions and others' to manage interactions skillfully. From collaboration to feedback, this is where emotional intelligence becomes leadership in action.

Emotional intelligence builds the internal capacities.

Leadership EQ is how those capacities show up in real moments, real relationships, and real results.

# Putting EQ into Practice

## Individual Reflection

Choose one of the four domains that feels most important for your growth right now.

**Which domain are you focusing on?**

- Self-Awareness
- Self-Management
- Social Awareness
- Relationship Management

**Why did you choose this one?**

(What about this domain feels most relevant to your growth right now?)

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**How can you apply it today?**

(What's one specific moment, habit, or opportunity where you can lean into this domain?)

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# The 3Rs: Leading in the Moment

Emotional intelligence becomes leadership when we know what to do in the moment emotion shows up.

The 3Rs is a simple leadership tool for working with emotional states as they arise, in yourself and in your interactions with others.

## Recognize

Notice your state.  
What am I feeling?

## Remove

Shift your physiology.  
Breathe.

## Redirect

Activate a positive  
feeling.

## Balanced-care vs Over-care

Balanced-care strengthens leadership.

Over-care blurs boundaries, clouds judgment, and transfers emotional weight onto others. Over-care is not a character issue. It is a regulation issue.

The 3Rs are what allow leaders to stay caring without letting emotion run leadership.

## Pair Reflection

Which “R” do I skip under pressure?

Where would a redirect most improve speed, relationships, or results?

Where should my team use the 3Rs more intentionally?

With over-care, what pattern shows up (tone, urgency, control, rescuing, over-explaining)?

# MOJOfactor™

The Leadership Energy You Naturally Amplify

Every leader brings a natural energy into the room.

It influences how people experience you.

How teams respond to you.

What gets amplified when pressure is on.

MOJOfactor™ identifies the energy patterns that most often shape your leadership presence.

They are not skills.

They are not roles.

They are the emotional and motivational currents you naturally transmit.

When leaders understand their MOJOfactor™, they can:

- use their strengths more intentionally
- recognize blind spots earlier
- understand how their energy affects team dynamics
- build more balanced leadership partnerships
- avoid turning strengths into liabilities under pressure

# What's Your MOJOfactor™?

Your MOJOfactor™ is your special leadership quality that makes you shine. It represents the ways in which you show up at your best when you're intentional with it.

## Speed Catalyst

Your ability to take quick action and make bold decisions can propel your team forward when others may hesitate or become stuck. You encourage your team to be proactive and make decisions.

## Inspiring Force

Your charisma and passion can motivate and engage your team, creating a positive and productive work environment. You inspire your team through your words and actions, setting an example for them to follow.

## Empowering Dynamo

Your ability to delegate effectively and trust your team can create a sense of ownership and empowerment among others. You give your team the freedom to make decisions and trust that they will make the right choices.

## Wellbeing Advocate

Your ability to facilitate and enable the physical and emotional wellbeing of your team can create a healthy and thriving work environment. You provide resources and support that promote work-life balance, mental health, and physical wellness.

## Trust Builder

Your commitment to honesty, transparency, and ethical behavior can build trust and credibility with your team and stakeholders. You communicate openly and honestly, building trust and credibility with your team and stakeholders.

## Change Agent

Your willingness to challenge the status quo and push for improvements can lead to progress within your organization. You are not afraid to challenge conventional thinking and are always looking for ways to improve processes and procedures.

## Engagement Guru

Your ability to connect with your team and create a positive work culture can increase employee satisfaction and retention. You foster a sense of community and inclusivity, creating a positive work environment that people enjoy being a part of.

## Creative Mastermind

Your imaginative ideas can inspire your team to think outside the box and approach problems in new ways. You encourage your team to be creative in their approach to problem-solving, fostering a culture of creativity.

## Connector Collaborator

Your ability to network and build relationships can create new opportunities for your organization and help you achieve your goals. You have a wide network of contacts and are always looking for ways to build new relationships that can benefit your organization.

## Detail Driver

Your attention to detail can ensure high-quality work and deliverables. You set high standards for yourself and your team, and consistently work towards achieving them.

## Empathy Enabler

You have a natural ability to inspire and encourage empathy in those around you. You create a safe and supportive environment where people feel heard and understood, and are more likely to reciprocate empathy in their own interactions.

## Influence Amplifier

Your ability to build your personal brand and reputation helps increase your influence. You are skilled at leveraging your influence to create change within your organization.

## Team Captain

Your ability to lead and guide your team can create a sense of unity, driving success and achievement. You provide direction and guidance to your team, ensuring that everyone is working towards the same goals and objectives.

## Strategic Navigator

Your ability to plan and execute helps foster direction within your organization. You have a clear vision for the future and are skilled at developing and executing strategies that help you achieve that vision.

## Purposeful Motivator

Your commitment to a clear and meaningful purpose can inspire your team and build their drive. You ensure that every team member understands their role in achieving the bigger picture, and regularly communicate the impact of their work.

## Culture Cultivator

Your focus on creating and maintaining a positive work culture can improve morale, productivity, and retention. You actively work to build a culture of respect, collaboration, and inclusivity, and create opportunities for team members to bond and connect.

## Performance Driver

Your ability to set high standards and motivate your team to achieve their goals can lead to exceptional results. You challenge your team to constantly improve and push themselves beyond their limits.

## Joyful Jester

You use humor to bring joy, positivity, and levity to the workplace. Your lighthearted approach helps alleviate stress, boosts morale, and fosters a fun team culture.

## Innovation Igniter

Your focus on innovation and new ideas can drive progress and growth. You encourage taking risks, and you create an environment that supports experimentation.

## Tenacity Trailblazer

Your ability to remain calm and focused under pressure can inspire your team to keep going in the face of challenges. You lead by example, demonstrating a positive attitude and determination to overcome obstacles.

## Data Whisperer

Your expertise in data analysis and interpretation can drive data-informed decision-making within your organization. You help your team understand and use data to guide their work, ensuring that decisions are made based on accurate information.

## Curious Learner

Your commitment to continuous learning can create a culture of growth and improvement within your organization. You provide resources and opportunities for your team to develop new skills, encouraging them to stay curious and open-minded.

## Feedback Facilitator

Your ability to provide constructive feedback and facilitate open communication can help your team grow and improve. You create a safe space for feedback and encourage your team to give and receive feedback, allowing everyone to learn and develop.

## Efficiency Optimizer

Your ability to understand how different components of a system work together can help you make better decisions and solve complex problems. You analyze information from the big picture view, and use that insight to optimize processes and improve efficiency.

## You Decide

(insert your unique MOJOfactor)

## Participant Workbook

# Your Primary MOJOfactor™

Individual Reflection + Group Share

Which MOJOfactor™ most represents your natural leadership strength?

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Where does this show up most powerfully in how you lead?

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Where does this energy most clearly drive results, momentum, or belief?

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# Your MOJOfactor™ Kryptonite

Your MOJOfactor™ makes you shine, but only when you're aware of the dimming kryptonite each might bring you. Being aware of these will help you be intentional about avoiding them.

## Speed Catalyst

Your ability to take action quickly can be a great asset, but it may cause you to overlook important options or risks. To avoid this, take a moment to consider the potential consequences of your actions before jumping in.

## Inspiring Force

Your charisma can inspire others to achieve great things, but it may cause you to overlook the contributions of your team. To avoid this, make a point to acknowledge and recognize the efforts of those around you.

## Empowering Dynamo

Your ability to delegate responsibilities or give up control creates autonomy, but it might make you seem like you're pushing off work. To avoid this, ensure you provide time for check-ins and feedback to be supportive.

## Wellbeing Advocate

Your commitment on promoting physical and emotional wellbeing is beneficial, but it may cause you to prioritize employee needs over achieving business goals. To avoid this, make sure to keep long-term organization success in mind when making decisions.

## Trust Builder

Your trust building with others is essential to your success, but it may cause you to overshare. To avoid this, only share information that is necessary and appropriate for the audience.

## Change Agent

Your ability to push for change can be a great asset, but it may cause resistance or disruption if not handled carefully. To avoid this, communicate clearly and transparently with those affected by the change, and provide support and resources to help them adapt.

## Engagement Guru

Your ability to engage and motivate your team is essential, but it may cause you to prioritize engagement over performance and accountability. To avoid this, set clear performance goals and hold yourself and your team accountable for meeting them.

## Creative Mastermind

Your generation of new ideas is valuable, but it may cause you to focus too much on ideation and not enough on execution and follow-through. To avoid this, set clear goals and timelines for implementing your ideas, and make sure to follow through on them.

## Connector Collaborator

Your ability to connect with others is valuable, but it may cause you to spread yourself too thin and neglect important relationships or projects. To avoid this, prioritize your time and focus on the relationships and projects that are most important to success.

## Detail Driver

Your attention to details helps, but being too focused on minor details might make you lose sight of the bigger picture and seek perfection. To avoid this, remember to embrace flexibility and adaptability, and not be too overly critical of yourself and others.

## Empathy Enabler

Your empathetic approach is caring, but it can make it difficult to make tough decisions that may require some level of detachment. To avoid this, take time to step back, assess the situation objectively, and seek advice or guidance from others if needed.

## Influence Amplifier

Your influence can be effective but it may lead you to prioritize your own success over the success of the team. To avoid this, make sure to give credit where it's due and acknowledge the contributions of others.

## Team Captain

Your natural inclination to take charge may cause you to struggle with holding team members accountable. To avoid this, make sure to establish clear expectations and consequences for poor performance or behavior and seek constructive criticism.

## Strategic Navigator

Your focus on long-term strategy may cause frustration or a lack of progress in the short term. To avoid this, break down long-term goals into smaller, actionable steps that can be accomplished in the short term.

## Purposeful Motivator

Your intense focus on a single goal or mission may cause you to neglect other important areas. To avoid this, make sure to broaden your perspective and consider multiple goals and priorities by seeking feedback and being open to changing course if necessary.

## Culture Cultivator

Your dedication to a strong organizational culture may cause you to resist necessary changes or improvements. To avoid this, keep an open mind and be willing to adapt to changing circumstances.

## Performance Driver

Your ability to drive performance can be an asset, but it can also lead you to prioritize performance over employee needs. To avoid this, make sure to check in with your employees and create a work environment that supports their well-being and job satisfaction.

## Joyful Jester

Your tendency to make light of everything can be refreshing, but it can sometimes undermine your authority and credibility. To avoid this, it's important to strike a balance between humor and seriousness, knowing when to be playful and when to be focused.

## Innovation Igniter

Your focus on innovation and experimentation is valuable, but it can sometimes lead to a lack of consistency and stability within the organization. To avoid this, ensure that new ideas are carefully evaluated and integrated into the overall strategic plan.

## Tenacity Trailblazer

Your commitment to being resilient can keep things moving forward, but it may lead you to push too hard, which might cause burnout. It's important to recognize the importance of self-care and encourage your team to do the same.

## Data Whisperer

Your focus on data can help make better decisions, but it may also lead to analysis paralysis. It's important to recognize the limitations of data and incorporate other factors, such as intuition and experience, into decision-making.

## Curious Learner

Your appreciation to learning can be fulfilling, but it can sometimes lead to neglecting important tasks or projects that require immediate attention. It's important to balance your curiosity with a sense of urgency and prioritize tasks accordingly.

## Feedback Facilitator

Your constructive feedback can sometimes lead to avoiding or sugar-coating difficult conversations. It's important to balance positive feedback with constructive criticism and be willing to have difficult conversations when necessary.

## Efficiency Optimizer

Your focus on optimizing can be beneficial, but it may lead to neglecting important human factors, such as emotions and relationships. Recognize people within a system and incorporate their needs and perspectives into decision-making.

## You Decide

(insert what you think needs to be avoided in order for your MOJOfactor™ to keep you shining.)

LUNCH

# Defining Our Leadership Values

## Group Exercise

### Our Culture is Our Operating System

Without the Right Operating System, None of Our "Programs" Will Run Correctly

#### OUR VALUES

##### Listen To & Consider Dissent

We should never feel uneasy about (politely, please) expressing dissenting opinions as we develop new products, services and processes. **Dissent forces us to examine possible flaws**; we want to find the holes we need to plug to make the new ideas or existing products even better, and **dissenters tell us where to look**.

##### Respect... Everyone

We should **treat everyone as we'd like to be treated or as they would like to be treated** and recognize that we are a company that serves all the diverse communities in America. We must both represent those communities internally and commit to serving them externally. As a company we value diversity and respect all voices, both inside and outside our company.

##### Take Risks & Tolerate Well-Thought-Out Mistakes

**Mistakes are often the byproduct of innovation** – when we try new things, we **have to** be prepared that many will not work and accept that some mistakes made in the pursuit of new ideas are inevitable. **If we're afraid to make mistakes, we will never take the chances necessary to achieve breakthrough ideas.** When we invariably do make a mistake – yes, we will make some – it's critical to spot it quickly – and then change or fix it as soon as we can, so a bias toward quick decision-making is also important because it will keep mistakes from becoming problems.

##### Innovation & Curiosity

We are always in search of new ideas. Our success is built on **continuing to foster new ideas and new insights**. We need to be constantly looking further — driven by curiosity.

##### Honesty & Integrity

The only way to be great is to be reliable and **the only way to make great decisions is to base them on truth**. We must base everything we do, both internally and externally, on honesty and integrity.

##### Chaos is OK

As we develop new ideas, they're often so new and different that **they don't yet have a structure around them**. And new ideas are our lifeblood.

##### Collaboration, Transparency & Precise Communications

**Working as a team is always more powerful.** Except for information we must keep confidential for competitive or legal reasons, **let's be transparent** about what we're doing. Additionally, take the time to **use precise communications** so that everyone will know what they need to do and why, which is the starting point for collaboration.

##### Urgency Wins & Quick Decisions

We need to make decisions **as soon as we have enough information**, not wait until we have "all the information." **Everything is better done sooner.** This is a strong competitive advantage for us.

##### Look to Make a Difference

**Our stations and our company are integral parts of their local communities**, as are each of us. We should remember that, even as we work to make our company stronger, we must think about **what we can do to make our communities stronger**, both on-air and off, and **recognize and represent the diverse voices in all our communities – and within our company**.

#### Looking at the iHeart values:

1. Which value feels most critical right now for this team?
2. Which value feels most alive, naturally within this team?

#### For this leadership team:

1. What is one leadership value or principle this team must embody more intentionally?
2. What is one behavior that would make this real?

# Human Resonance in an AI World

AI generates information.

- It cannot generate embodied conviction.
- It cannot regulate a room.
- It cannot transmit belief.

In a world of infinite content, human resonance becomes the differentiator.

Leadership is not about producing more.

- It is about transmitting alignment.

**Presence becomes competitive advantage.**

## Pair Reflection

What must remain distinctly human in how we lead?

What emotional signature should define this team?

# Authentic Authority™

Before the model is introduced, you will be invited to physically place yourself in the room.

Where do I feel I'm leading from most often right now?  
Where do I tend to lead from under pressure?

Coherence/ Stability / Trust

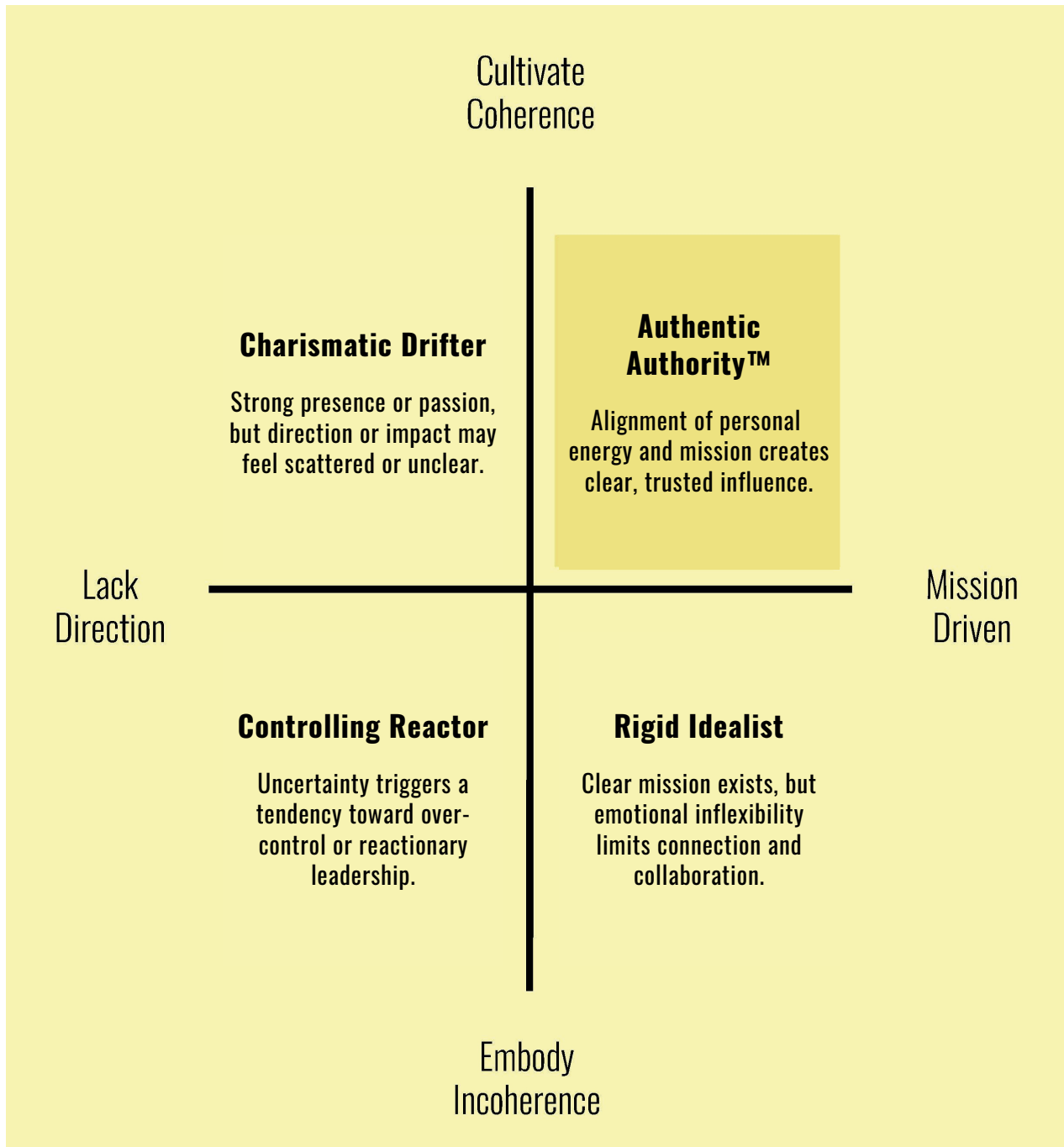
Vision / Mission-driven

# Authentic Authority™

Authentic Authority™ is the alignment of energy, identity, and mission.

When coherence and vision meet, leadership becomes stabilizing, not draining.

In extreme growth conditions, Authentic Authority™ is not soft work. It is a performance and belief lever that directly affects focus, trust, and results. This is why coherence is not personal wellness. It is a leadership performance lever in a growth year.





**Individual Reflection**

**Where do I most naturally lead from today?**  
(What quadrant do I find myself returning to most often?)

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**Where does this most support my leadership and results?**  
(How does this help performance, relationships, or momentum?)

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**Where might this way of leading limit trust, collaboration, or speed?**  
(Where could it unintentionally create friction or drain?)

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**What would shift if I led more consistently from Authentic Authority™?**  
(For my team, my peers, and the outcomes I'm responsible for.)

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# The Brand Pyramid™

Leadership brand is what people feel, trust, and act on.

It is built from the inside out and shows up in decisions, relationships, culture, and results.

It's your personal narrative.



# What You Shape as a Leader

**This morning was about awareness.**

How you lead begins before what you do. Before strategy, goals, and execution, there is state, identity, and how people experience you.

**This leadership team does not only drive numbers.**

You shape belief, energy, and momentum every day. And that is what people respond to first.

## Pair Reflection

One insight I'm leaving the morning with:

One way I see my leadership differently now:

One thing I'm curious to build or explore this afternoon:

# Imagination is Neural Rehearsal

Brain imaging research shows that vividly imagining an experience activates many of the same neural circuits as actually performing it.

The brain does not fully distinguish between a vividly imagined future and present experience.

**Some studies show that by age 35, roughly \_\_\_\_ of adults report regularly using vivid imagination in their thinking.**

As responsibility increases, imagination often narrows. Yet in high-growth environments, imagination is not optional. It is preparation.

- Leaders who rehearse fear wire fear.
- Leaders who rehearse possibility wire belief.

In a year of extreme growth, what we mentally rehearse becomes what we behaviorally reinforce.

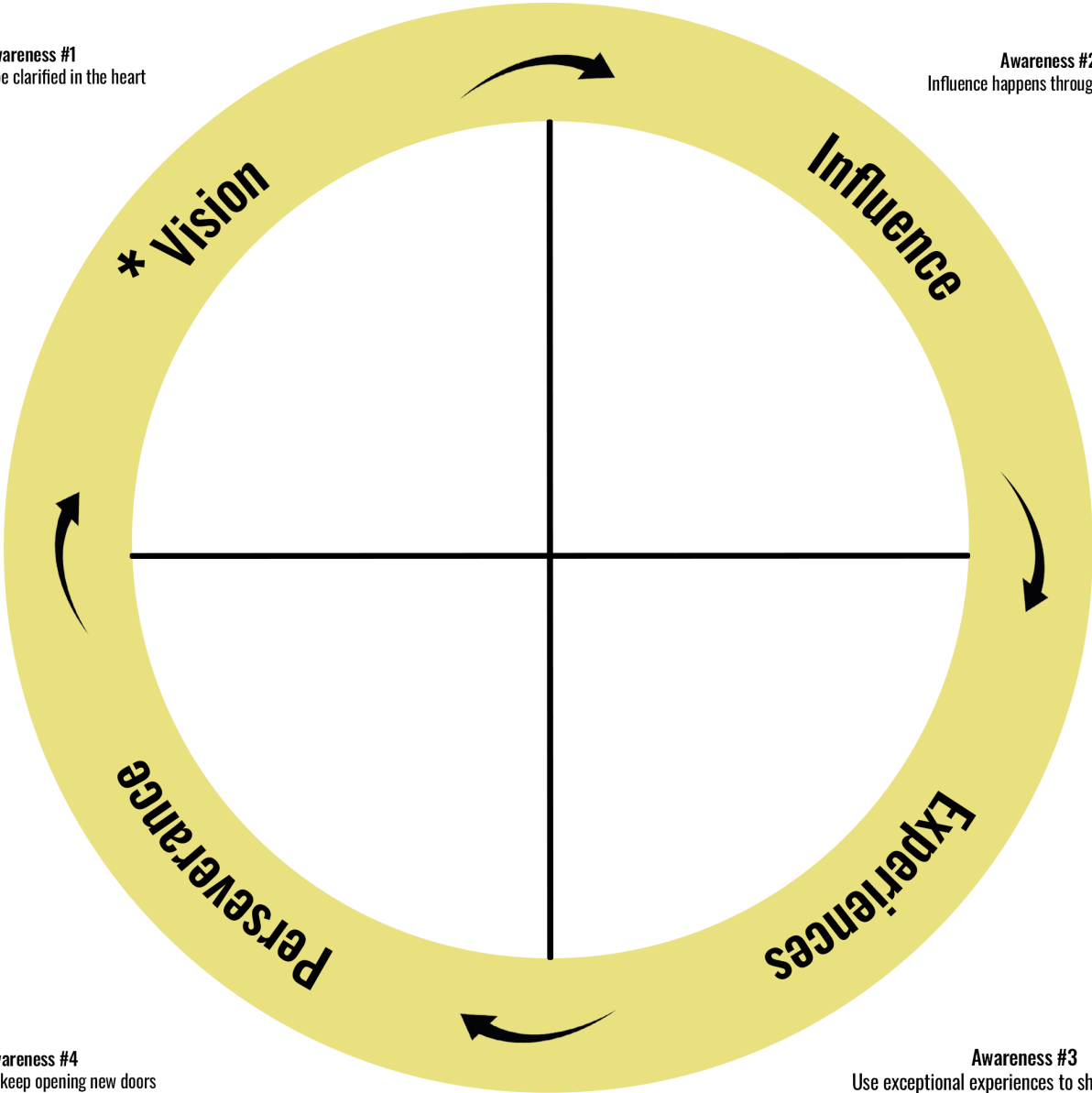
**What future must we mentally rehearse before it becomes reality?**

# Imagination Method™

What's Possible?

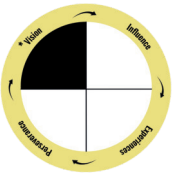
Awareness #1  
Vision must be clarified in the heart

Awareness #2  
Influence happens through intentions



Awareness #4  
Resilience will keep opening new doors

Awareness #3  
Use exceptional experiences to shift perspective



# Clarity: We Are Designing

In a year of extreme growth targets, what must be true of this leadership team so people experience progress, belief, and momentum even when numbers are hard?

## Full Group Work

What this moment requires from leadership

What I believe matters most

Core leadership values  
emerging

Leadership standards  
we are naming

## Participant Workbook



# Influence: We Are Defining

How we reinforce motivation, recognition, and focus in how we lead.  
How we reinforce progress even when goals are extreme.

## Full Group Work

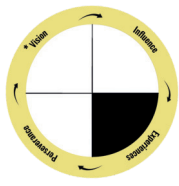
### More of

Leadership influence patterns to reinforce

### Less of

Leadership influence patterns to interrupt

What this means for how we lead accounts, teams, and decisions



# Experience: We Are Deciding

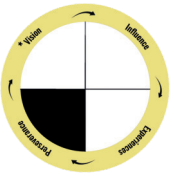
What working with this leadership team should feel like for sellers, teams, and clients.

## Full Group Work

Working with this leadership team feels like...

People leave conversations with us feeling...

Clients experience us as...



# Perseverance: We Are Committing

What must be protected so belief, energy, and performance don't erode.

## Full Group Work

### Protect

What must be protected

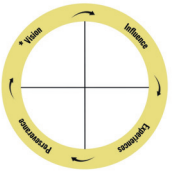
### Challenge

What must be challenged

What leadership muscles we are building

My personal non-negotiable

Signature \_\_\_\_\_



# Imagination Method™ Lab

## Designing Leadership for an Extreme Growth Year

You will apply the leadership operating conditions we defined together using the Imagination Method™ to a specific strategic tension.

Together, you'll define how leadership must operate to create clarity, belief, performance, and sustained momentum under pressure.

Your group will be assigned one of the following strategic scenarios:

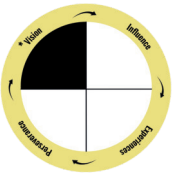
- **Rebuilding Belief After a Missed Quarter**
  - How does leadership restore momentum quickly without overcorrecting?
- **Protecting High Performers from Burnout**
  - How do we scale output without losing our strongest talent?
- **Reducing Cross-Market Friction Under Aggressive Targets**
  - How do we increase accountability while strengthening cohesion?
- **Scaling Client Expectations While Increasing Revenue**
  - How do we grow without diluting trust or experience?

Your assignment using the Imagination Method™ framework:

- Clarify the values and vision that must anchor leadership.
- Define the intentions and actions leaders must model.
- Articulate the Big Idea that unifies belief and shapes experience.
- Identify what keeps momentum strong when targets are extreme.

Capture your work on the worksheets provided.

You will present your leadership design to the full room.



# Clarity: Values & Vision

What values must anchor this moment?  
What vision must be unmistakably clear?

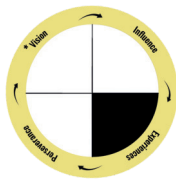
**Small Group Work**



# Influence: Intentions & Actions

What intentions must guide leadership behavior?  
What actions must be consistent and visible?

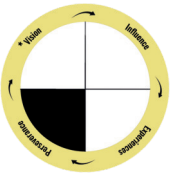
**Small Group Work**



# Experience: The Big Idea

What is the Big Idea that unifies belief?  
What must people feel when working with us?  
What must clients experience?

**Small Group Work**



# Perseverance: Resilience

What protects belief and momentum?  
What must be reinforced consistently?  
What leadership discipline sustains this?

**Small Group Work**

# Designing Future Check-Ins

Individual Reflection

Where will I intentionally pause this year?

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What experiences do I want to create?

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What belief or momentum will this shape?

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**When we operate as one unit, we drive the greatest revenue and create the greatest opportunity.**



# Get Your S.H.I.N.E.

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**Participant Workbook**

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