

## **SHARED BEHAVIORS:**

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## **SOUL DRIVES PERFORMANCE**

Objective:

'Land' the 'Soul System' in every-day operational practices & behaviors, company-wide & sustainably.

| SESSION 1   | SESSION 2  | SESSION 3  |
|---|--|--|
| <p><b>Becoming a Soul Company:</b></p> <p>Leaders &amp; Influencers</p>   | <p><b>Being a Soul Company:</b></p> <p>Leaders &amp; Influencers &amp; Everyone</p>  | <p><b>Staying a Soul Company:</b></p> <p>Leaders</p>   |
| <p><b>Completing the Soul Transformation BluePrint</b></p> <p>Leaders respond to their 'Soul Demands' with specific 'Soul Pledges'. Together then with the Influencers, 'Soul Actions' – specific, measurable, timed outcomes – are defined for each critical function. The 'Soul BluePrint' is completed.</p> <p>From this transparent template then, key 'Soul Themes' emerge. These themes are then 'owned' by specific Leaders &amp; Influencers and it is their responsibility to promote them company-wide &amp; so recruit people from every corner of the business to the Soul Company cause.</p> | <p><b>Living the Soul System, everyone, every day</b></p> <p>With the 'Soul BluePrint' &amp; 'Soul Themes' working in unison, creating a 'tapestry' of behaviour that involves everyone, being a Soul Company takes form, it takes on a strength, a life &amp; catalytic energy of its own. It becomes who we are &amp; how we are. Leaders, Influencers &amp; employees – over &amp; above their kpi's, targets &amp; specific accountabilities – take ownership, individually &amp; collectively for being a Soul Company in every moment.</p> <p>The critical behaviours of the 'Soul System' enter into the fabric of the culture and so further drive Purpose aligned performance. The realisation that this is not a process but a living, creative, organic &amp; dynamic means of creating extraordinary value for all stakeholders, takes hold.</p> <p>The consulting role is now to help the 'Soul Company' recognise &amp; accelerate the delivery of transformational behaviour &amp; performance.</p> | <p><b>Sustaining the Soul System – Leadership Soul Checks</b></p> <p>Run simultaneously with Session 2, the 'Soul Check' hold the Leaders 'feet to the flame', ensuring that they do not blink in the face of the challenges being a Soul Company creates:</p> <ul style="list-style-type: none"> <li>• they do not revert to insular, siloed behaviour</li> <li>• they identify, inspire &amp; fuel the Soul behaviours that transform performance</li> <li>• they are seen to be committed to their 'Pledges'</li> </ul> <p>they evidence cross-functional, interdependent leadership at all times</p> |

## Takeaways

- A transparent, aligned, collective, top to bottom & bottom to top 'Soul Company'
- A set of sustainable behaviors companywide that constantly reinforce the feeling that 'we are living our Purpose'
- An open flow of communication, support for ideas & innovation, interdependent movement of people & skills designed to create stakeholder value
- A highly stimulating, agile & productive working environment
- A 'listening' culture where the priority is unleashing the potential of the workforce
- A transformation of client value delivery - & by association shareholder value delivery
- An organization without barriers where resources, knowledge & expertise are bonded in a common Purpose