MINDSET GO

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PROGRAM OVERVIEW



A CULTURE AND LEADERSHIP DEVELOPMENT PROGRAM FOR EXECUTIVE AND DIRECTOR-LEVEL TEAMS

Culture of Excellence©

Build Your Excellence Blueprint to Convert High Standards into Behaviors

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> *We all have the same core values, we just don't all live them."*
>
> MARK ALTMAN

What Is a Culture of Excellence?

Core values set the direction. Clear behaviors drive the performance. The goal of establishing company values is for your people to reflect the qualities you and your leadership team care most about. But for people to understand that thinking and live up to those values, leaders need to do more than frame them on the walls. They need to explain what those values look like in action. Values are inspirational, but behaviors are the real essence of a company's culture.

A Culture of Excellence© converts high standards into behaviors and behaviors into performance, ultimately driving revenue, profitability, and talent retention. The key is your Culture of Excellence Blueprint©, MindsetGo's proprietary framework for turning values like trust and ownership into specific, observable behaviors, so everyone knows what excellence looks like in their role and how success will be measured.

This overview walks through the three components of your Blueprint, the growth opportunities a Culture of Excellence addresses, the four phases of a culture transformation, and a sample program that shows how the work unfolds.

The Three Components of Your Blueprint

Core Behaviors: Shifting from Values to Behaviors

Core behaviors define each value in a way everyone on staff can relate to and perform, across four areas:

- How we work with customers
- How we work with each other
- How we do our own work
- Our attitude

Common Language

Common language describes how your people operate and why: how you and your team speak to clients externally, and to each other and your leaders internally. It reduces confusion and misinterpretation of values

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and creates clarity around your expectations and goals.

12 Pillars of Excellence

Twelve pillars, including ownership, adaptability, psychological safety, and follow-through, give leaders a clear picture of where the culture is strong and where to focus next.

Success Templates: How Progress Gets Measured

Success Templates turn your Blueprint into clear criteria for gauging success and measuring progress. Each one gives you:

- What you would see and hear to know progress is being made
- Criteria that are tangible, specific, and not open to interpretation
- A clearly defined process
- A set of success criteria

Cultural Growth Opportunities

Leadership teams often come to MindsetGo when they recognize several of these:

- Core values are not yet part of hiring and promotion decisions, and management candidates are rarely assessed for leadership skills
- Follow-through depends on reminders: details slip, urgency is low, and teams react instead of anticipating
- Problems surface only once they are large, often because people avoid conflict or hesitate to say no directly
- New and newly promoted leaders step into their roles without clear expectations
- Long-tenured technical experts move into people management without the skills to lead others
- Leaders hesitate to hold their teams accountable and responsible
- Leaders need stronger performance management, courageous conversations, assertiveness, and proactive problem-solving
- Performance reviews are inconsistent or do not cascade, which weakens evaluations and bonus decisions
- Teams in different regions or locations interpret the culture differently

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> *This program is ideal for any organization that wants to define the core behaviors that demonstrate its values and incorporate those behavioral norms into its culture to support accountability, painfully clear expectations, and high standards.*

The Four Phases of a Culture of Excellence

A culture transformation unfolds in four phases, each one setting up the next, to create sustainable, measurable change.

Phase 1: Alignment and Benchmarking

Establish where your culture stands today and how you will measure progress. A culture assessment, along with stakeholder interviews or focus groups where useful, shows current strengths and gaps, and existing culture data can be used where you have it. Together, you identify qualitative and quantitative KPIs to measure culture transformation, employee engagement, and behavior-based leadership development.

KEY ACTIVITIES	DELIVERABLES
• Conduct a culture assessment (surveys, focus groups, stakeholder interviews) • Analyze alignment gaps in values, behaviors, and leadership styles • Identify culture strengths, risks, and readiness for change • Facilitate a leadership kickoff to confirm vision, goals, and priorities	• Culture assessment results and reporting • Focus group results and analysis • Culture benchmarking report • Stakeholder feedback analysis • Itemized flag assignments

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Phase 2: Blueprint Design

Your executive team first lays out its vision for a Culture of Excellence. Then your leadership teams design the Blueprint together through working sessions and a team offsite: the core behaviors, cultural norms and standards, and common language that define excellence for your organization.

KEY ACTIVITIES	DELIVERABLES
• Agree with the executive team on the framework for your Culture of Excellence • Hold collaborative design sessions with executive and senior leaders, virtually and in person • Define core behaviors, cultural norms and standards, and common language	• Offsite summary and action plan • Culture ritualization and employee engagement strategies, Part 1 • Culture of Excellence Blueprint© • Leadership communication toolbox

Phase 3: Culture Integration Plan and Rollout

A structured, actionable plan aligns your values, behaviors, and leadership practices for greater cohesion, engagement, and performance. It outlines phases, timelines, milestones, and evaluation frameworks, and includes professional development, coaching, reinforcement, and measurement to support alignment and accountability at every level.

KEY ACTIVITIES	DELIVERABLES
• Review and align on the plan • Hold a practice and ritualization strategy meeting • Integrate core values and core behaviors into hiring and promotion • Identify the traits required for leadership and coaching excellence	• Cultural transformation implementation plan • Internal cascading communication toolkit for culture messaging • Culture ritualization and employee engagement strategies, Part 2 • RACI packet • Leadership development success criteria for Phase 4

Phase 4: Performance Elevation Program, Leader as a Coach

Leaders develop the coaching, feedback, and accountability skills to bring the Blueprint to life with their teams every day. The parallel leadership development program in the sample that follows shows how this phase can unfold.

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Sample Program

This sample program assumes your organization has completed Phase 1: Alignment and Benchmarking. It opens with a full-day Blueprint Offsite, then puts your Blueprint into daily practice through a parallel leadership development program for executive and director-level leaders.

Component 1: Blueprint Offsite (Full Day, In Person)

Before skills can grow, alignment comes first. Executive and director-level leaders spend a full day creating the first draft of your Culture of Excellence Blueprint©, together, in the room. Involving directors creates ownership from day one, since people support what they help create.

Expect relatable stories, real tools, and hands-on exercises. This is implementation, not theory: a specific game plan for driving change and growth, created with the people who will carry it out.

AM Session: Core Values, Beliefs, and Behaviors

- Open with your leadership story, current state, and the case for change.
- Align on belief structures that drive behaviors and an excellence mindset.
- Translate each core value into observable behaviors that shape feedback, performance management, and meeting norms.

PM Session: Standards Drive Ownership

- Define the standards that separate dealbreakers, expectations, and rock-star performance.
- Co-create the non-negotiable leadership behaviors that define how you operate day to day.
- Develop a common language for feedback, ownership, and coaching.
- Shape the priorities of the development program that follows, and set individual and team commitments.

Deliverable

Your Culture of Excellence Blueprint©: a co-created document defining your core behaviors, coaching norms, standards, and common language, mapped into a measurable two-year culture transformation plan. It anchors every session that follows.

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Component 2: Parallel Leadership Development Program (Six to Nine Months)

Two tracks run side by side, one for the executive team and one for director-level leaders. Both cover the same core competencies, with application calibrated to each group. Executive sessions emphasize coaching change, leading strategy, and developing others at scale. Director sessions focus on coaching skills, delegation, ownership, and managing up.

Each monthly virtual session pairs two hours of facilitated curriculum with one hour of structured peer problem-solving, so learning goes straight to real challenges.

Sample Topics

EXECUTIVE LEADERSHIP TRACK	DIRECTOR DEVELOPMENT TRACK
Leading Through Others: Coaching for Change	Managing Yourself: An Emotionally Agile Communicator
Strategic Accountability Frameworks	Foundations of Effective Coaching
Leading Culture Intentionally	Setting Clear Expectations and Owning Outcomes
Feedback at Scale: Creating a Feedback Culture	Running Effective One-on-Ones
Navigating Resistance and Managing Change	Giving and Receiving Feedback Effectively
Developing High-Potential Talent	Delegation and Letting Go

Topics and sequence are tailored to your Blueprint and priorities.

Benchmarking and Measurement

The program opens and closes with a leadership assessment that benchmarks each participant across skill, commitment, and capacity, giving you a before-and-after picture of individual and collective growth. Observable shifts, such as adoption of the common language and how leaders approach coaching and accountability, supplement the data throughout. Success metrics are agreed on before the program begins.

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Why This Approach Works

Leadership development tends to fall short when the context is missing. Sessions delivered in isolation, without alignment, reinforcement, or internal ownership, rarely change behavior. This program is designed differently.

DESIGN PRINCIPLE	HOW IT SHOWS UP
Foundation before skills	The offsite defines shared behaviors, norms, and language before skill development begins, so every session connects to your Blueprint
Co-creation drives ownership	Directors help shape the Blueprint and the program, which increases buy-in, relevance, and alignment from the start
Parallel tracks, shared direction	Executives and directors develop at the same time, so what leaders model at the top is reinforced at the next level
Application over theory	Every curriculum session is followed by peer problem-solving on real organizational challenges
Measurement throughout	Benchmarking at the start and finish, with success metrics agreed up front, shows how behavior and performance change over time

> *This is a sample program. Each engagement is tailored to your organization's goals, and investment varies based on the number of participants, program length, delivery format, and level of customization. Contact MindsetGo to design a program for your leadership team.*

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