

Lead brighter

Lead brighter™ is a fundamentally different approach to leading. When you choose to lead brighter, you harness your platform – your people, power, influence, and money – to create a brighter future, one filled with more shared prosperity, equality, connection, discovery, beauty, and joy.

lead brighter
elevate performance
advance humanity

When you lead brighter, you spark new offerings, experiences, and business models to generate growth and profits, while making a measurable impact on people's lives.

Leaders who lead brighter have created:

A new approach to health and healthcare

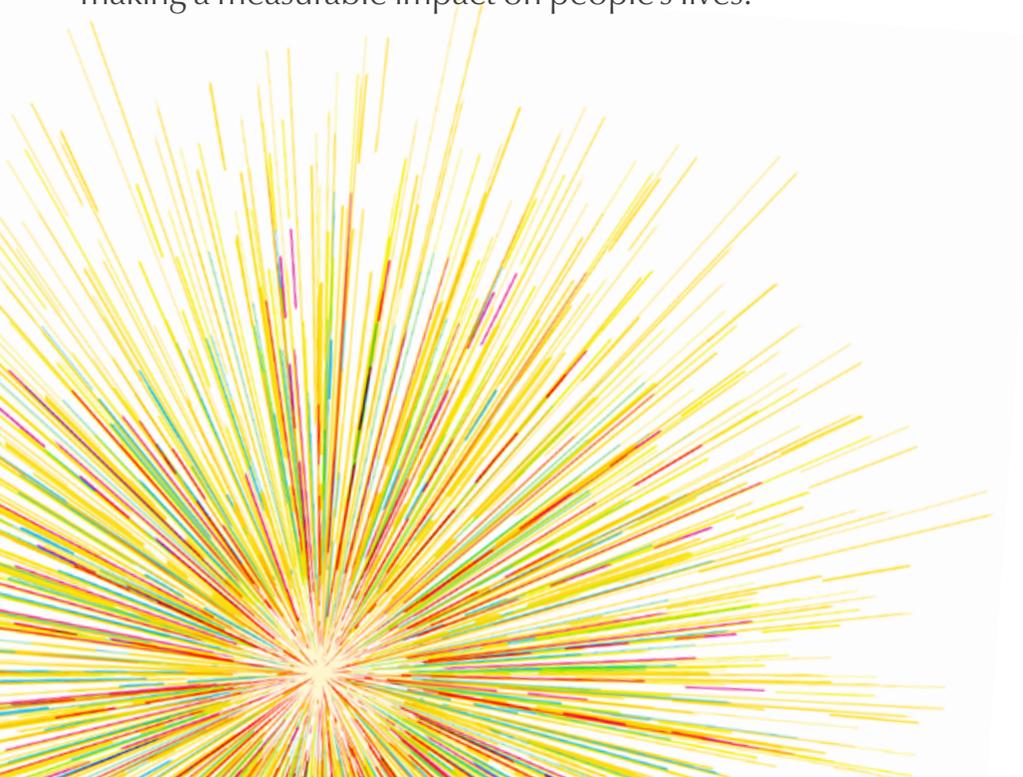
With the U.S. healthcare system in crisis, the CEO of a Fortune 50 company chose to use his platform to transform health practices and our healthcare system, spurring new products and services that resulted in record growth and a new standard for healthcare.

A more sustainable future

By leading brighter, the CEO of an upstart retailer shifted consumer behavior and massively reduced waste. They're now working to develop a portfolio of zero-waste products to attract new customers and increase revenue.

Greater connection

The CEO of one of the world's largest hospitality companies identified an opportunity to address social isolation, imagining new ways to create greater human connection at every consumer touchpoint. As a result, they dramatically improved the stock price and positively impacted the lives of millions of customers.



We help leaders build brighter futures

Tournesol is a leadership consulting firm that partners with CEOs, senior leaders, and their teams using a unique model called lead brighter.

Our tailored coaching and consulting offerings are designed to help you lead with boldness, creativity, and courage. We're here to support you and your team in achieving your goals, while also upleveling your skills.

We work in partnership with you, so you can:

Prepare to lead brighter

Connect to your calling to imagine the brighter future you can create, then develop your leadership approach to make it real.

- + Develop your leadership narrative and approach
- + Reconnect and reinspire your team
- + Make the transition from founder to new CEO
- + Step into your new CEO or C-suite role

Declare the destination

Assemble the right team of leaders, declare the future you'll create together, then design a *Future-back Plan* to get there.

- + Set a new vision or direction
- + Create a strategic plan
- + Design and facilitate strategic sessions and offsites
- + Transform your organization

Empower your people

Inspire and recruit courageous, dedicated people with talent and enthusiasm and unleash their shared passion and purpose.

- + Design gatherings to inspire and align your people
- + Engage and re-engage the right talent and skills

Make your future real

Create the right environment, infrastructure, culture, and momentum to do the work and generate impact fast.

- + Launch strategic initiatives
- + Accelerate progress against your plan
- + Stay on track to deliver your goals



Tournesol won our trust. They empowered me, our CEO, and our whole leadership team to set a bold goal that was more ambitious than we could ever have imagined on our own, and gave us the tools to reach it.”

— Chief Information Officer
Fortune 100 Company



We needed a partner to help us drive business growth and cultural renewal. Tournesol was that partner, helping us effectively double our business in 18 months. I'm deeply grateful for their support.”

— President
Fortune 500 Company



Connect with us to learn how to lead brighter:

leadbrighter.com
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