



# Unlock collaboration, innovation, and resilience to become a true team.

The High-Return Practices that drive rapid collaboration and “win together” team behaviors are within reach.

FERRAZZI GREENLIGHT

TRANSFORMING TEAMS TO TRANSFORM THE WORLD

## How do High-Impact Teams drive company performance but retain a purposeful culture?

Ferrazzi Greenlight has cracked the behavioral code behind the world's most effective executive teams. They share a balance of determination and heart: a powerful combination of values and practices that lead the highest-performers to put their egos aside, put mission first, and share the leadership load with peers to achieve extraordinary results.

**They win together.**

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*Let's get to the key point: Keith is a driver of results. He focuses on action plans and on tying those actions to results. So, it's not just he's great with coaching and giving advice; at the end of the day, he's a driver of results.*

Virgil Miller, President  
Aflac Group Insurance

Our unique whole-team executive coaching experience helps to remove behavioral blockers and introduces High-Return Practices that lead your team to find unexpected growth and decrease unsuspected risk. Peers serve each other's success and development and hold each other accountable to collective goals.

**We call this Co-Elevation®.**

Your team will become resilient, act with empathy and heart as a true team, and be ready to prosper and pivot whatever disruption the 2020s throws at them. You can make five years' progress, right now, by being Radically Adaptable™.

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*The tangible change has been the ability to escalate and make critical business decisions faster and that sticks because the process is collaborative and therefore the buy-in is higher. Without this, there's no way we would have been able to react with the sort of speed and get the sort of buy-in we see today.*

Eric Starkloff, CEO, National Instruments

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## High-Impact Teams experience significant results in their organizations

Ferrazzi Greenlight stands at the forefront of executive team transformation by coaching some of the world's most prominent teams through transformation. Today, any team can experience this proven methodology.

### +38%

faster speed to market of key products



Outperforming private equity expectations

### +30%

more time of the founder to focus on other strategic objectives



Co-Elevating teams achieve a level of peer-to-peer accountability that assures everyone crosses the finish line together, improves the courage and candor of team members to out-innovate the competition, and introduces a level of feedback and coaching that assures the entire team goes higher together. That's the promise of Co-Elevation®.



Rob Whitfield, CEO  
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[www.coelevation.com](http://www.coelevation.com)

## Eight Measures of Co-Elevation®

We have identified the 8 key areas that are the strongest predictors of high team performance and our methodology elevates them all, and at speed. As a result, we find unexpected growth opportunities while decreasing unsuspected risk by unleashing the value from the interdependencies of your team across silos.



### Candor

Speaking openly in service of the team and its mission.



### Development

Our team is actively pursuing learning experiences and providing peer-to-peer coaching to one another.



### Collaboration and Co-creation

Gaining alignment and generating value from the team's interdependencies.



### Energy

Our team is attaining engagement and elevating energy by celebrating our successes and demonstrating gratitude.



### Peer-to-Peer Accountability

Delivering collective outcomes with a "win no matter what" attitude.



### Relationships

Our team is leading with generosity and building caring, trusting, and supportive relationships with one another.



### Teaming Out

Recognizing your team includes everyone who is critical to achieving the mission.



### Outcomes

Our team is achieving its full potential as it pursues innovation and transformation.



Our methodology — Co-Elevation®, a belief in going higher together — sparks positive cultural change in teams and drives game-changing results.

## We'll partner flexibly with you to elevate your results

Great teams do not use a hub-and-spoke system of engagement from each member to the leader. Instead, the team takes responsibility for every member's success. Our HIT program redefines accountability by introducing your high-performers to the power of candor, peer-to-peer coaching, and a team-first spirit. Let us prepare an experience that meets your needs.

1/2  
DAY

### **Co-Elevation® Leadership Transformation**

We choose an issue that you want to focus on and spend 1/2 a day Co-Elevating with your team to work towards a resolution that will re-set expectations of team performance.

3  
MONTHS

### **Co-Elevation® + Radical Adaptability™ Engagement**

Working with your team, we co-create the agenda and experience specific leadership practices on collaborative problem solving and group norms while addressing real business goals. Also includes one-to-one coaching sessions with the group leader between team sessions.

6  
MONTHS

### **Peer-to-Peer Accountability**

A deeper engagement with the leadership team developing new leadership practices to instill Co-Elevation® mindsets and peer-to-peer coaching behaviors into the team while accelerating business goals. One-to-one coaching will be available to the leaders between team sessions.

