

## CHANGE THE WAY YOUR LEADERS THINK!

**TRANSCEND ENABLES YOUR ORGANIZATION TO OPTIMIZE EVERY LEADERSHIP TRANSITION.**

*The key to effective transition lies in the thinking process of the leader.*

*TRANSCEND is a highly customizable program that works in any transition:*

**Onboarding** newly hired leaders from outside the company.

**Inboarding** newly transferred leaders from elsewhere in the company.

**Upboarding** newly promoted leaders who are moving to a new level.

**Springboarding** candidates who have been identified as a succession planning candidates for a key role.

**Aboarding** a set of leaders with a new direction or approach that requires them to think and perform differently.

TRANSCEND's touchpoint-based design offers two delivery methods. You can utilize our highly experienced Executive Coaches in individual situations, or we can help you build your own network of certified Internal Mentors for a broader, more-sustainable approach.



RON COX  
CEO TAILWIND

THE FOUR THINKING BEHAVIORS  
DURING TRANSITION:

DETERMINING DECIDING ENGAGING BEING

*EACH LEADER TRANSITION IS UNIQUE, BUT THE THINKING INVOLVED FOLLOWS A PREDICTABLE PATTERN.*

*In TRANSCEND, Executive Coaches or Certified Mentors from your organization work with the transitioning leader using, proven, critical-thinking frameworks for business.*



### A TURN-KEY PROCESS

TRANSCEND is a proprietary executive coaching and mentoring process designed specifically for leaders in transition. It's built around critical thinking structures and can be implemented by Tailwind's expert Executive Coaches, or by your certified internal Executive Mentors. Teaching you the process enables your organization to establish a network of skilled Mentors and permanently transform the way you develop leaders during transitions.

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GIVE US A CALL TO LEARN MORE:  
**813-903-9509**

OR EMAIL US:  
[INFO@TAILWINDCONSULTING.COM](mailto:INFO@TAILWINDCONSULTING.COM)

# TRANSCEND

TRANSFORMING LEADERSHIP  
TRANSITIONS

OUT THINK.

OUT PLAN.

OUT PERFORM.

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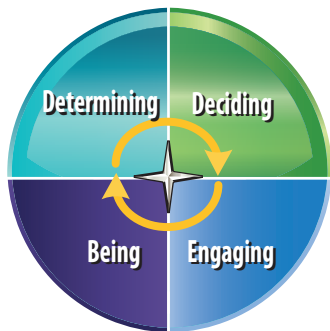
# LEADERS MUST THINK DIFFERENTLY TO TRANSCEND!

Mastering how leaders think as they transition is often the difference between success and failure.

## TRANSCEND'S THINKING BEHAVIORS AT A GLANCE

While each transitioning leader and their situation might differ, the optimal sequence of thinking behaviors doesn't change. Whether on their own, or with help, all transitioning leaders will flow through these four phases of thinking:

- 1) Determining**—gather and synthesize intelligence, assess the situation that they are now responsible for, understand the overall strategy, clarify expectations, identify potential trade-offs among the Urgent, the Important and the Strategic priorities.
- 2) Deciding**—separate the vital few from the trivial many, balance working ON vs. IN the business, set key milestones and critical metrics, and draft a well-articulated plan of action.
- 3) Engaging**—review thinking and action plan with senior leadership, establish management rhythm and governance, engage full team, and align individual workstreams.
- 4) Being**—clarify Role vs. Job (Being vs. Doing), align personal brand with the overall leadership brand of the organization, determine personal development priorities and plan for personal growth.



**“YOU’VE GOT TO THINK ABOUT BIG THINGS WHILE YOU’RE DOING SMALL THINGS, SO THAT ALL THE SMALL THINGS GO IN THE RIGHT DIRECTION.”** -ALVIN TOFFLER

## Designed from Proven Best-Practices

*Our experts have architected, designed and delivered our proprietary, thinking-based, strategic leadership programs for Fortune 500 organizations. We have taken our innovative best practices and created a program that will work affordably in any-sized organization.*

### MENTORING APPROACH

#### CONVERSATIONAL MENTORING

We help your mentors master an approach that structures and stages strategic content in easy-to-implement conversations.

#### MENTOR CERTIFICATION

Mentors are certified in the approach over three separate work sessions, so they get what they need, when they need it and don't become overloaded.

#### OUTCOME-BASED STRUCTURE

We utilize a series of highly structured conversational touchpoints that achieve specific, thinking-based outcomes. Coaches and Mentors have a clear plan to follow as they work with transitioning leaders.

#### MENTOR COACHING

Mentors benefit from their own certified executive coach who helps them master the content, prep for mentoring sessions, role play conversations, and debrief their results.

### COACHING APPROACH

#### EXECUTIVE COACHING

As an alternative, our highly-experienced executive coaches will deliver the program for you. Each of our coaches is certified to coach thinking-based skills using our proprietary approach.

### OTHER BENEFITS

#### SENIOR LEADER ENGAGEMENT

Our process enables senior leaders to effectively share their key insights and experiences by having structured conversations. Senior leaders will be highly supportive of the process as it helps them drive business results.

#### STRATEGIC THINKING SKILLS

The process will improve strategic thinking skills for ALL leaders involved...including Mentors. This aspect of the program supports effective collaboration across the entire organization.

#### THINKING FRAMEWORKS

Our approach focuses on coaching someone to think through complex situations. Our proven frameworks ensure leaders operate from a clear context, create logical inferences, draw carefully-reasoned conclusions, and articulate a focused plan of action. This is the foundation of the process.

#### ABOUT TRANSCEND

TRANSCEND comes ready to implement. We provide the content, structure, materials, tools, skills, coaching and know-how to make it happen. Our design uses an easy-to-learn conversational format. Our certifications require 3 separate workshops where Mentors and Coaches learn and practice the process in phases as they deliver it.

#### ABOUT THE APPROACH

TRANSCEND is a thinking-based approach to leadership that is distinctly different. It is designed around the central idea that optimal business thinking in key situations follows a predictable pattern or format. And that a summary of what someone is thinking can be articulated, captured, discussed, and coached. We have invested years in studying and coaching thinking frameworks as we used them with our clients. The result is a highly-optimized, turn-key program that structures meaningful interactions between experienced veterans and transitioning leaders.



**tailwind**

**Out Think. Out Plan. Out Perform.**