



**HEARTWIRING
& HARDWIRING**
YOUR LEADERSHIP™

A Digital Leadership Program from oGoLead™



In business and in life, the only way to make big things happen is to take people with you.”

Did Houk

A DISCONNECTED WORKFORCE. A CULTURAL DIVIDE.

A divide is growing in today's workplace as management and employees struggle to understand and engage with one another. This erosion of trust is having a dramatic impact on business performance.

Consider the current state of business: the relentless pressure to achieve breakthrough results, continually doing more with less, the struggle to attract and retain key talent – all while motivating a chronically-disengaged workforce.

Employees are disconnected – from their work, their leaders and their purpose. This disconnect costs hundreds of billions of dollars in lost productivity each year,¹ and its damaging effect on employee turnover, service, and financial performance is well documented.

But this cultural divide is not happening everywhere.

Companies that develop their people, and cultivate high-trust environments and passionate, connected leadership, have a competitive advantage. In fact, *they outperform their peers by a multiple of four.*²

What used to be a secondary consideration – creating connection and meaning in corporate culture – is now mission-critical. It's the 'soft stuff' that drives hard results.

Passionate leaders build great teams, and great teams drive exceptional outcomes. Our passion for this idea is the reason we created the *Heartwiring and Hardwiring Your Leadership™* Program.

Who's equipping your next generation of leaders?

Welcome to oGoLead™.

**two
thirds** 

of today's fastest growing companies **will fail within 10 years.** While there will be many contributing factors for their failure, most boil down to a lack of leadership.³

LEADERSHIP DEVELOPMENT IN THE **NOW GENERATION**

A new generation of leaders has caused a seismic shift in today's business culture.

We call them the Now Generation.

As the largest and fastest-growing employee segment, millennials have vastly different values from previous generations. The Now Generation isn't inspired by traditional, top-down leadership. They are motivated by leaders who empower others, give credit to the team, and create purpose-driven environments where leaders live their values.

Development Is a Form of Compensation

Millennials want to rise in their organizations to become engaging, transformational leaders who challenge and inspire others – but they need training to achieve these goals.

For the Now Generation, skills and development are a form of currency, an essential part of compensation from employers. If young leaders aren't trained to create this kind of vibrant, high-achieving community, they will seek it elsewhere.

But can you train leaders to reinforce a culture that engages and inspires others and delivers results?

The answer is YES.

At oGoLead™, we call this *Heartwiring and Hardwiring Your Leadership™*.

63%



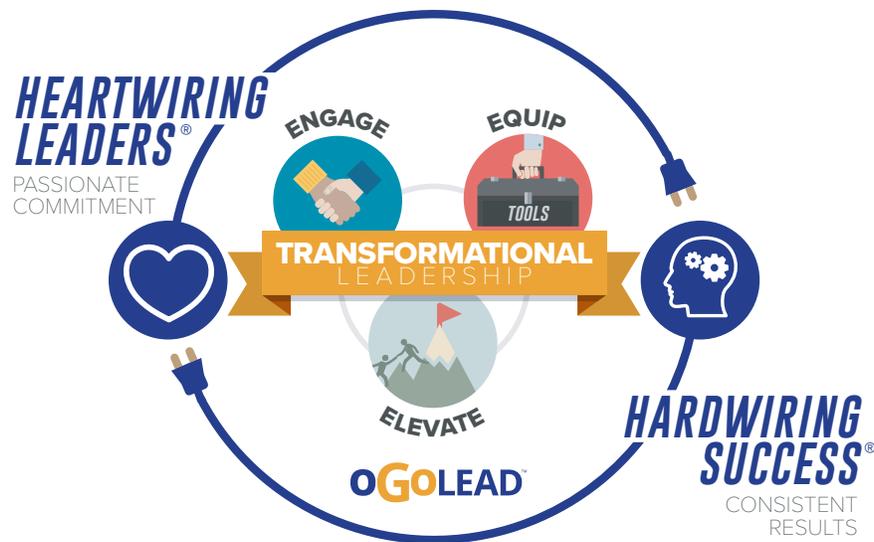
of Millennials feel that their leadership skills are not being fully developed.⁴ If pay were equal, four out of five would move to an employer offering more skills-training.⁵

THE SECRET TO **EFFECTIVE LEADERSHIP**

The *Heartwiring & Hardwiring Your Leadership™* Program is a defined path to transformational leadership. It offers a straightforward, proven method to connect employees to one another and to the company mission. Plus, it supports emerging leaders in building high-trust environments and delivering big results.

We believe it is the combination of Heartwiring™ skills and Hardwiring™ leadership that is the secret to effective leadership.

OUR MODEL



Heartwiring Leaders® is building passionate commitment in others. It's being a leader who listens to those they lead, cares about them, recognizes them, and acknowledges that every person on their team has value.

Hardwiring Success® is what you do as a leader: using process to ensure consistent results, while removing barriers along the way. It's putting discipline around the things that matter most to drive superior execution.

Both principles are equally important, but it is the combination of the two that unlocks great leadership and exceptional performance.

WHY HEARTWIRING™ AND HARDWIRING™ IS DIFFERENT

Most leadership development programs today are built around outdated case studies and academic theory, taught by consultants who have never actually led organizations.

Heartwiring and Hardwiring Your Leadership™ was founded on practice – not theory – and it has proven, real-world results from over 130 countries around the world. Taught by the CEOs and leaders who made it happen, oGoLead™ is different from other leadership development programs.

The oGoLead™ difference:

- Developed and taught by C-Level leaders from global organizations
- Profound truths, with practical application – not just theory
- On-demand, interactive digital program for the way today's leaders learn
- Leading by taking people with you, not the traditional top-down, hierarchical leadership style
- Premium program, at an affordable price
- A consistent experience for companies with geographically-dispersed footprints
- A turn-key, scalable leadership solution for companies of all sizes

Senior-level executives are struggling to address the leadership gap and develop cultures that deliver connection, meaning and trust. *Heartwiring and Hardwiring Your Leadership™* is a strategically-minded, turn-key solution to help leaders achieve sustainable results.

For leaders,

**a culture of
engagement**

is no longer an option –
it is an urgent need.⁶

THE HEARTWIRING AND HARDWIRING YOUR LEADERSHIP™ PROGRAM

Our program teaches your next generation to bring out the best leader in themselves, so they can bring out the best results in others.

This unique leadership development program is based on how people learn best: on-demand.

Program Details

The *Heartwiring and Hardwiring Your Leadership™* Program is a fully-integrated experience consisting of five interactive learning modules, each of which is designed to teach practical leadership skills that can be applied immediately in the workplace. The program includes a Manager's Guide with a 90-day completion plan for the participants and coaching and support tools for their supervisors.

The Program will help participants:

- Uncover the secret to transforming their leadership style by using the **Knowledge Belief Action Framework**
- Build awareness of their personal strengths and opportunities as a leader, and the power of continuous improvement
- Learn how to **Engage, Equip, and Elevate** others
- Discover the importance of choosing a **Power-FULL Mindset** and being authentic
- Engage with four **Power-FULL Hardwiring Tools** every leader needs to overcome obstacles and accelerate results
- Learn how to close the **Intention-Action Gap** to become a leader that others want to follow
- Achieve sustainable results



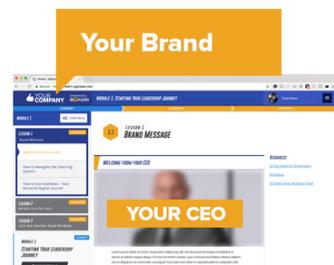
At the end of the program, participants will develop their own **three-year vision and a one-year action plan** for continuing to improve their leadership.

THE OGOLEAD™ EXPERIENCE AT EVERY LEVEL

Launching a new training program requires support from both the organization and its leaders, and oGoLead™ has the tools you need to effectively implement *Heartwiring and Hardwiring Your Leadership*™. We offer brand customization, as well as coaching tools to equip your supervisors as they encourage your up and coming leaders to become the best leaders they can be.

Organizational Experience

Every organizational customer receives their own branded registration portal that allows your leader to deliver a video and written message to participants. These customizations will provide a powerful way for you to encourage and set expectations for your team.



Supervisor's Experience



The program includes a Manager's Guide with a 90-day completion plan for participants and coaching and support tools for their supervisors. The guide provides the information a supervisor needs to coach, follow-up and initiate conversations with individuals or teams to discover how they are practically applying the leadership principles. It also gives the supervisor a means to hold them accountable for staying on track.

Participant's Experience

Participants will learn powerful leadership principles in a way today's leaders need to learn. The on-demand program includes five interactive and engaging learning modules and an electronic copy of *O Great One: A Little Story About the Awesome Power of Recognition* by David Novak. Each module includes engaging videos, assessments and exercises that teach practical leadership skills that can be applied immediately on the job. Participants are able to discuss concepts with peers through the discussion forum and they can save all of their personal responses in a printable digital journal. At the end of the program, each participant will create a three-year leadership vision and a one-year action plan.



**ON DEMAND
LEARNING**



**PRINTABLE
DIGITAL JOURNAL**



**DISCUSSION
FORUM**



**PRACTICAL APPLICATION
TIPS & EXERCISES**



**ENGAGING
INTERFACE**

WHO PARTICIPATES?

The *Heartwiring and Hardwiring Your Leadership™* Program is appropriate for leaders at every level of your organization. However, it is specifically designed for first and second level managers and aspiring leaders. Teaching solid leadership principles early on will set your employee's up for long-term success. Our program will help your future leaders develop their influence skills so they can be more effective and drive consistent results.



Program Summary

	Participant	Supervisor
Manager's Guide Support & Tools		✓
90-Day Completion Plan	✓	✓
Mentor/Mentee Guide	✓	✓
Interactive Discussion Forum	✓	
3-Year Vision / 1-Year Action Plan	✓	
Personal Digital Journal	✓	
Practical Application Tips	✓	
On-the-Job Activities	✓	
Completion Certificate	✓	
1-Year Access	✓	

CHALLENGE OR OPPORTUNITY?

The demands of the Now Generation are clear – they want the training and skills to take themselves and your company to the next level.

Are these demands a challenge or an opportunity?

How would your organization change if disconnected employees became passionate about their work?

How would your organization change if you created a culture of connection, passion, and achievement?

How would your bottom line change?

With oGoLead's *Heartwiring and Hardwiring Your Leadership™* Program, your emerging leaders will get the proven, real-world training they're demanding, enriching your organizational culture – and their lives – forever.

We invite you to take the next step into your future.

**HEARTWIRING LEADERS®
HARDWIRING SUCCESS®**

oGoLEAD™
WITH DAVID NOVAK

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“David Novak is the type of leader others want to follow. His success in business is second only to his legacy of teaching leaders to achieve big results and make a positive difference.”

- Indra K. Nooyi, Chairman & CEO, PepsiCo

“David was a hard-driving CEO with a great heart and soul – and that gives him unique insight into both your personal development and how to bring out the best in others.”

- Jamie Dimon, Chairman & CEO, JPMorgan Chase

“I started my career in a big company that provided development opportunities for me to better understand myself, how to work with others and how to lead people. As the CMO of a smaller company, I don’t have the resources to create those kind of opportunities for my team. I’ve had my whole team take the oGoLead™ online program and it’s incredible. Now they are getting the type of leadership training I got in a much larger company. It’s time well spent!”

- Tressie Lieberman, CMO, Snap Kitchen

“oGoLead’s course taught me key lessons on how to be a stronger leader and reminded me to ‘get back’ to some of the principles that I may have moved away from over time. The course has already paid dividends to me and my team as I have started to transform my leadership approach.”

- Bill Chase, Vice President, Marketing, DentalPlans.com



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1,2 "State of the American Workplace Report" – Gallup – February 15, 2017 3. "Why Two-Thirds of the Fastest-Growing Companies Fail" – Fortune – March 7, 2016 4. The 2016 Deloitte Millennial Survey – Deloitte - 2016 5. "Millennial Managers? Think Again. U.S. Millennials Choose a Career for Me Over Being the Boss" – Manpower Group – November 17, 2016 6. "State of the American Workplace Report" – Gallup – February 15, 2017 7. "What's Missing in Leadership Development?" – McKinsey Quarterly, August 2017

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OGOLEAD™ BY EXAMPLE

The oGoLead™ team is on a mission to build stronger leaders at all levels, all around the globe.

Everyone has the potential to lead.

We believe that nearly every problem we face at work, at school, in our communities or as a nation can be solved with better leadership.

This is our passion.

We demonstrate our values by sharing decades of experience and insight and by taking an active part in the community. The oGoLead™ team supports a variety of non-profit organizations that foster vibrant cultures and teach leadership skills, laying a strong foundation for the future, because we know that leading by example is at the core of leadership success.

The Heartwiring Leadership™ and Hardwiring Success™ practices are not just spoken words to us, they are our way of life.

