

Disruptive Leadership Model™

Turnaround Investment Partners has created a leadership model which is appropriate for companies growing faster than they can manage or under performing. The model is designed to serve three purposes:

1. Enhance the skills and competencies of executive management.
2. Create a quantum leap in innovation and revenue growth.
3. Develop leadership skills at every level throughout the enterprise.

Whether a business is growing too fast or too slow, crisis management becomes a critical competency. The Disruptive Leadership Model™ empowers executive management to create structures to stabilize and support accelerated growth.

To ensure new growth, leadership, staff and management create projects which are designed to significantly reduce costs or create additional revenue streams. However, new initiatives tend to get derailed. To ensure those projects stay on course, leadership, staff and management will learn to use tools that keep projects on target. As a result, staff and management are empowered to take on greater accountabilities and responsibilities. And executive management is relieved of being involved in day-to-day operations and freed to stay focused on developing the future as well as making executive decisions.



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Responsibility is the ability to identify one's contribution to the outcome, whether a

success or failure. A question to ask people or teams: If you/we took 100% responsibility for the project, what actions would you/we take?

Accountability is taking ownership. It is the segment of the project one will own. Even though one has ownership, there is still the opportunity to collaborate and embrace contributions from others.

Integrity is when your actions reflect or are correlated with what you say. If you say you will do something, do it when you said and the way you said. If there is a reason you can no longer fulfill the task on time, communicate that to the appropriate parties.

Commitment is an intention to build something. It is an intention to accomplish a possibility beyond what has already been achieved. A commitment is not a task or something to do. Extraordinary commitments require one to become the commitment, instead checking off a to-do list.

As you move up the model, it becomes essential for leadership to **Stand** for something. You find leadership's stand having a huge impact on the culture of an organization, department or team. The stand galvanizes teams. It becomes the value system of the enterprise. It is the platform from which all stakeholders stand next to and partner with leadership. It is the life-blood of the company. It keeps everyone together in the face of success or failure. An example is the Founding Fathers of the US taking a stand for liberty and freedom.

Declaration is the willingness to speak the future into existence. Instead of reacting to circumstances, you create circumstances for which the competition has to respond. In essence, you invent the future, instead of having the best reaction to the future. It is leadership saying what the future will be. It is a way of manifesting a new reality, even though there is no blue print for it. It requires putting a lot at stake. The Founding Fathers declared independence from Great Britain. And their lives were at stake.

Actions are correlated with commitment, stand and declaration. In some organizations, actions are correlated with proving who is right and who is wrong. Unfortunately, at the end of proving, nothing is accomplished and people are licking wounds or pounding their chest.

Breakdowns, problems or disruptions are huge opportunities. They uncover what's missing. For example, when the CEO declares a future that does not exist, he simultaneously creates a breakdown. Why? Because there are conversations, plans, strategies and actions which are missing. Once they are completed, the declaration is fulfilled. In addition, throughout the life of the project, disruptions will occur. Developing mastery with breakdowns allows projects to stay on course. It keeps everyone focused on what's missing, instead of figuring out what's wrong.

More importantly, intentional breakdowns can instill innovation and accelerate revenue growth. Some of the other benefits include new knowledge being acquired, motivation is increased, it easier to attract top talent, people are more willing to embrace change, and the business becomes branded as leading edge innovators. When an enterprise is known as innovative, consumers reward you. They trust you and are more willing to pay a premium for your new product.

