



TOWERSTONE  
CONNECT  
LEADERSHIP CONSULTING SERVICES

*Inspiring a culture of Brand Ambassadors*

## LEADERSHIP SHAPING

**“TAPPING EXCELLENCE - SHAPING EXPERIENCE AND KNOWLEDGE”**

### Purpose

How can leaders create Brand Ambassadors if they do not live the journey themselves?

Leadership coaching and ongoing professional development is a critical discipline for empowering leaders to realise their potential. TowerStone Connect, the leadership shaping practice, offers two key consulting services:

Best practice leadership workshops (Leadership Conversation Series)

### Executive coaching services.

All consulting is underpinned by the Brand Ambassador framework i.e. how can we empower and shape leaders and the organisational culture to best extract the potential that exists in all our people?

Ongoing leadership development is most effective against self observation, conversations and feedback to build awareness and the capacity to self generate solutions to new possibilities.

This is a continuous improvement process. As each leadership challenge is met, so there is reassessment and redefinition of new challenges to create another cycle of self development.

A coaching relationship is based on a journey of self awareness, personal development, visioning and action. TowerStone Connect subscribes to a number of coaching best practices including those advocated by James Flaherty (Integral Coaching Principles®) and Richard Barrett (Cultural Transformation Tools®).

The Leadership Conversation Series is designed to develop leadership readiness for shaping a culture of Brand Ambassadors. Best practice teachings are used from internationally respected authors (e.g. Peter Senge, Judith Glaser, Jim Collins) in a series of “power sessions”. These sessions are facilitated workshops designed to challenge, interrogate and apply these best practice leadership principles to the reality of the work environment.

### Benefits

- Understanding the role of conversation in unleashing potential.
- Understanding how to create a culture of Brand Ambassadors.
- Exploring the capacity for authentic leadership.
- Developing new competencies to enable the leader to develop talent.
- Finding new ways to unlock latent talent and potential.
- Understanding how to mobilise talent to work collaboratively in teams and cross functionally to find new opportunities.
- Enabling leaders to see the connectedness in business systems and the levers for change that will result in breakthrough performance.
- Inspiring great leadership to set the platform for others to be great.



## Solution Overview

### Leadership Coaching

We explore leaders “way of being” i.e. how they observe their world and how this impacts on their behaviour. We explore the context of their relationships and environment. We gain a clear picture of the challenges, barriers and areas of competence to develop. The TowerStone Connect coaching practice is based on the Integral Coaching® methodology which in turn is underpinned by a number of foundational models:

- The Ten Ways (Levels of Coaching Intervention)
- The Four Quadrants of Human Development
- The Six Streams of Competence

Change is at the root of coaching whether it is introducing healthier ways of being in our current lives or deep transformation that brings about radical development. Integral Coaching® provides the map for the discipline of professional coaching. It includes subjective understanding and objective measurable results. Executive coaching enables the leader to more effectively identify and work with long-standing belief systems while building the ability to move in new directions.

TowerStone also employs the Barrett’s CTT® values alignment technique through a 360° Leadership Values Assessment (LVA). Self awareness of values alignment to self and others is a powerful platform from which to assess what personal behavioural changes are required. Additional assessment tools such as the Myers Briggs Type Indicator and Enneagram E-scale are used as relevant.

Key success factors to our approach:

- Psychological expertise with a business hat.
- Pragmatic and goal-oriented.
- Integrally informed – considers the whole person in context.
- Use a clear process while focusing on the uniqueness of the individual.
- Listen deeply.
- Create a safe container for trust and relationship to develop.

### Leadership Conversation Series©

The Leadership Conversation Series is designed to create awareness of best practice leadership philosophies as a means to develop leadership readiness for shaping Brand Ambassadors. We employ and facilitate teachings from internationally respected authors (e.g. Peter Senge, Judith Glaser, Jim Collins) through a series of “power sessions”. These sessions are structured, conversation based workshops designed to challenge, interrogate and apply these principles to the reality of the work environment.

### Outline

#### Conversation 1: Creating Brand Ambassadors

- Understanding the value of conversation in the workplace
- Learning how to be in conversation
- Exploring ways to manage change
- Learning to lead through Care and Growth
- Finding ways to build talent for now and the future

#### References:

My Iceberg is Melting (Kotter),  
Care and Growth (Schuitema),  
Leadership Pipeline (Charan, Drotter, Noel)

#### Conversation 2: Being an Authentic Leader

- Gaining self awareness through self insight
- Understanding your leadership impact on others
- Exploring new ways to create a culture of Brand Ambassadors through personal leadership contribution.

#### References:

Leadership DNA (Glazer)



### Conversation 3: Inspiring Talent

- Exploring the value of collaboration and team work
- Learning new ways of thinking and being to create a culture of collaboration
- Exploring the impact of leadership styles on team work and collaboration
- Finding new practices to create a culture of collaboration

#### References:

Creating WE (Glazer)  
5th Discipline (Senge)

### Conversation 4: Mobilising Talent

- Understanding the value of cross-functional team work
- Seeing cross-functional connectedness in your business
- Finding the opportunities in working together
  
- Building relationships for cross functional strategising and break through performance

#### References:

Living Supply Chain (Gattorna)  
5th Discipline (Senge)

### Conversation 5: Liberating outstanding performance

- Understanding the impact of connectedness
- Finding levers for change
- Focusing on the levers that lead to exceptional performance
- Making your ideas stick
- Inspiring greatness in others

#### References:

Tipping Point (Gladwell)  
Good to Great (Collins)

### Conversation 6: Mapping future success

- Planning the journey – using new insight to embed a culture of Brand
- Ambassadors and unleash exceptional performance

#### References:

All of above