



# LEADERSHIP & STRATEGY

## THE DYNAMIC DUO

You can't win without investing in people **AND** plans.

# DELEGATE LIKE A BOSS **LEADER.**



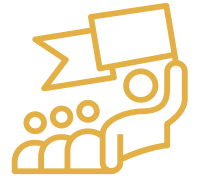
Get more time to tackle high-level initiatives



Become an expert at building high performing teams



Increase retention & productivity



Equip leaders to foster a positive company culture

## DO THE COMPARISON

- Guidance from experts selecting leaders to include
- Enhanced communication skills
- Leadership toolbox to tackle complex business needs
- Leading Behavior Analysis (Birkman) with coaching report
- Insights from key customers and competitors
- Strategic plan to bring back to your department
- High performance team playbook to cascade goals
- Checkpoints to apply models to the workplace
- Interactive sessions with individualized coaching

	Other Leadership Development Programs	<b>Stretch Academy</b>	Other Strategy Programs
Guidance from experts selecting leaders to include	×	✓	×
Enhanced communication skills	✓	✓	×
Leadership toolbox to tackle complex business needs	✓	✓	×
Leading Behavior Analysis (Birkman) with coaching report	×	✓	×
Insights from key customers and competitors	×	✓	✓
Strategic plan to bring back to your department	×	✓	✓
High performance team playbook to cascade goals	×	✓	×
Checkpoints to apply models to the workplace	×	✓	×
Interactive sessions with individualized coaching	×	✓	×



### BEST FOR

Executives, Directors & VPs who are leading critical teams



### FORMAT

In-person sessions from 9AM-4PM



### DURATION

6 days over 5 months



### MODEL

Taught by original content owners and leadership experts



### CLASS SIZE

Executive coach to participant ratio: 1:10



### PRICE

\$4,000 per participant  
Call for private sessions

# PROGRAM FORMAT

## SELECT

Choose the leaders to participate



## BUILD

Develop their skills for healthy leadership & strategy



## ACTIVATE

See tools applied to department & company



## STRETCH ACADEMY PROGRAM CURRICULUM



### HEALTHY LEADERSHIP

#### SESSION 1:

#### UNDERSTAND SELF

Develop self-awareness of behavioral characteristics and how they can affect the way they lead and communicate.

#### SESSION 2:

#### UNDERSTAND OTHERS

Employ strategies to break down miscommunications and maximize team members' effectiveness and productivity.



### WINNING STRATEGIES

#### SESSION 3:

#### PERSONAL STRATEGIC PLAN

Employ leadership strategies based on your personal core values, goals, and aspirations to ensure sustainable success.

#### SESSION 4:

#### STRATEGY IN MOTION™

This program is based on Darcy's book, [Strategy in Motion: A Proven Playbook for Companies Who Win™](#). Apply the Strategy in Motion™ model to your team to define and implement your department's strategic plan.

#### DEPT STRATEGIC PLAN

Establish your team vision, SWOT, goals and priorities to maximize the effectiveness of your team.



### HIGH PERFORMANCE TEAMS

#### SESSION 5:

#### TEAM DYNAMICS

Activate strategies and frameworks proven to maximize team efficiency and performance as well as team member engagement & fulfillment.

#### GREAT COMMUNICATION

Utilize specific communication methods that allow teams to move to output in a more productive and timely manner.

#### SESSION 6:

#### CHANGE MANAGEMENT

Facilitate your team through a successful change process.

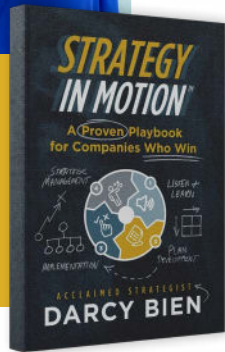
#### MAXIMIZING PEOPLE

Improve individual contributors' performance toward reaching team goals.

# PROGRAM INSTRUCTORS: **DARCY & CYNDI**

Strategy is only as effective as the people in charge. After identifying opportunities to help people and businesses grow more strategically, Darcy & Cyndi joined forces to empower leaders with a winning framework: strategy + holistic leadership development.

With over 40 years of combined experience teaching organizations to create their own strategic plans and maximize their team's performance, Darcy and Cyndi compiled their expert toolkits into one comprehensive program: Stretch Academy.



**BEST SELLING AUTHORS!**  
NEW RELEASE:

## OUR MODEL. **YOUR SUCCESS.**

**375+**

STRATEGIC PLANS  
COMPLETED

**6.3k+**

HIRING DECISIONS  
MADE

**695+**

EXECUTIVE LEADERS  
COACHED

**2.2x**

IMPROVED  
IMPLEMENTATION RATE  
TO MARKET AVERAGE





TRUSTED BY:



## WHAT OTHERS ARE SAYING



"Working with Cyndi and Darcy helped us get out of our comfort zone about changing our business. We gained critical feedback from our organization, key clients and advisors, which helped shape our plan. Their process drives accountability for success, specifically with a strategic scorecard holding us accountable to execute, that's what differentiates Darcy. Cyndi really helped us focus on our team dynamics and becoming better leaders."

**Barb Yearout**  
PRESIDENT,  
CHARD SNYDER



"Our business is experiencing substantial growth. We needed both a strategy and an investment in our leaders. Stretch helped us with leadership development, strategic planning, and team management. Watching the spirit of collaboration and alignment from our group has been so rewarding. The Birkman helped us understand how we each learn and take in information. We also have a clearer roadmap for success across our business units."

**Jim Ziminzki**  
PRESIDENT,  
CRANE RENOVATION GROUP