

MAYNER LEADERSHIP SERVICES GUIDE



Leadership Consulting / On-Site Training / Virtual Training / Experiential Training

PREPARED BY MAYNER LEADERSHIP – LEADERSHIP IS THE SOLUTION



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ABSOLUTE ACCOUNTABILITY LEADERSHIP PRINCIPLES

6 RULES OF THE GAME

Unite & Support

- Teamwork / Breakdown Silos
- Relationships are Critical
- Team fails, everyone fails
- Same team

Keep it Simple

- Expectations: No Understanding = No Execution
- Mission: Strategic & Simple
- Communication: Clear & Concise
- Plan & Organize

Prioritize & Execute

- Detach from the situation
- Debrief / After Action Review
- Perspective: Strategic & Tactical Decisions
- First, then, next

Inform, Update & Clarify

- Meetings: Consistent & Reliable
- Truth & Accountability
- DISC
- What, Why, How

Distribute & Empower

- Everyone leads
- Delegate
- Don't wait: lead up, down, across
- Teach, Train, Equip, Empower

Innovate & Adapt

- Everything changes & evolves
- Stay ahead of the competition
- Continuous Improvement
- The Box: Think In & Out

6 WINNING MINDSETS

Humility

- Check your ego
- Self-assess
- Feedback Loop
- Leadership Capital

Conviction

- True believer
- Is it worth the sacrifice?
- Alignment / WHY
- Bigger than one person

Awareness

- Self
- Situational
- Observe & Predict
- Emotions & Behavior

Discipline

- High standards
- Do the work
- Follow-through / Accountability
- Get uncomfortable

Initiative

- Make things happen
- Move fast
- Seize opportunities / Attack obstacles
- Solve problems / Mitigate Risk

Balance

- Opposing forces: Leadership paradox
- Walk the line
- Lead & follow
- Nothing & Everything to Prove

ABSOLUTE ACCOUNTABILITY – You must commit, own and be accountable to everything and everyone in your world that affects the mission; all wins, all losses, all problems, and all solutions. You must lead up, down and across the chain of command.

You must be accountable to: Yourself, Your Mission, & Your Team.

LEADERSHIP CONSULTING

1. Leadership Development & Alignment Consulting Program
 - Overview and Results
 - Key Components
2. Leadership Coaching and Strategic Advising
 - Overview and Results



Leadership Development & Alignment Consulting Program

Overview

Leadership Development and Alignment Consulting Programs are highly interactive engagements that match clients with a dedicated team of Leadership Instructors in Desi Mayner and Jeremy Kline. Instructors work with clients in large groups, small teams, and individuals to identify and address the organization's most pressing leadership challenges.

Each program is co-created and customized with Mayner Leadership and the client and built to meet specific needs and objectives.

Programs range from 3 months – 24 months and can incorporate training sessions with any and every level of leadership within an organization.

LDAP clients have full access to individual and team assessments, workbooks, our web-based training platform, one-on-one coaching and advising, and the ML "Think Tank," which taps into the collective knowledge of the entire ML team, including Desi.

Results

A nucleus for building a culture of absolute accountability in your organization. These outcome and metric-based programs provide clients with an extensive knowledge of the principles and application of Absolute Accountability Leadership, immense personal and professional growth as leaders, and organizational and individual implementation plans for improvement and sustainment. It's the most practical leadership training in the market today.

We build custom programs that fit each organization's unique context and learning objectives. These programs transform large groups of leaders, managers, and frontline employees by connecting Absolute Accountability Leadership principles to the daily challenges your organization faces.

We work with clients by utilizing a variety of building blocks to create the right solutions and ensure lasting impact by helping to tie these solutions to the enduring effect.

4 Phases

Design / Assessment / Implementation / Sustainment

Leadership Development & Alignment Consulting Program

Key Program Components

Leadership Assessments:

OVERVIEW: ML assesses organizational health and creates alignment around what needs to change to unlock growth. Sound diagnostic expertise – coupled with strong interpersonal coaching – transforms teams and creates a culture of absolute accountability. ML utilizes a proprietary leadership assessment tool to identify areas of growth for individuals and teams. The assessment determines where organizations effectively implement Absolute Accountability Leadership principles and where there is room for improvement. An organization's score is then compared to the ML Client baseline, which includes thousands of entries across dozens of industries. These can be run as organizational, individual, or 360 assessments, all centered around the principles of Absolute Accountability Leadership.

The ML team will also utilize the data from the assessment tool to identify focus areas for teams and provide recommendations for how to improve. A simple, actionable assessment report and tool will be provided to accelerate leadership development across your organization.

RESULTS: Increased organizational assessment of leadership ability, gaps, and areas for improvement. A simple, synthesized list of recommendations to work towards greater team and individual leadership performance. The initial output serves as a baseline, and subsequent pulse surveys provide organizational leadership and ML Instructors a quantitative view of the program's impact.

Leadership Development & Alignment Consulting Program

Key Program Components

Instructor-led Training (In-Person or Virtual Options): In-person and virtual training options introduce key leadership principles through engaging workshops/webinars utilizing practical application exercises, role play scenarios, immediate action drills, and open Q&A sessions. This training generates excitement and provides a common language to discuss leadership challenges and principles to apply in order to solve problems.

Leadership Sustainment Training (Train the Trainer): This interactive program is designed to train individuals or small teams through a detailed, multi-tiered certification program. Using the expertise of ML Senior Instructors and the vast resources of Mayner Leadership, leaders can train and certify to facilitate and eventually teach the principles taught initially by ML. This critical process allows companies to continue a self-sustaining leadership culture long after the engagement with ML has been completed.

Co-creation of Leadership Development Programs: We provide thought partnership to integrate Absolute Accountability leadership principles into existing leadership development programs or completely new training programs. Using the framework of ML's Leadership Development Model, we can support from the instructional design phase through the implementation of these highly transformative programs.

Leadership Coaching & Strategic Advising

Overview

Individual and small group coaching sessions with ML instructors enable personalized growth, development, and application of the principles of Absolute Accountability to overcome leadership challenges.

During our engagements, leadership teams will have access to ML instructors for regular checkpoints. Initial sessions are structured to quickly get the ML Instructor familiar with your company, organizational and positional friction, and focus areas for leadership development. In most engagements, ML utilizes our proprietary leadership assessment tool to identify areas of growth for individuals.

Organizations can use the assessment for both individual and 360-degree evaluation. Results of the 360-degree survey provide objective insight into leaders' hidden strengths, weaknesses, and blind spots. The results are used during strategic advising sessions with leaders to focus conversations and increase self-awareness, a critical skill in the most influential leaders in combat and business. Team-wide advising programs foster seismic shifts for both individuals and organizations.

Results

Strategic advising identifies gaps and areas for improvement in leadership skills. It provides a simple, synthesized list of recommendations to work towards greater individual leadership performance and improved execution by the team. The client will also gain experience and knowledge by applying the principles of Absolute Accountability with real-time feedback from our experienced ML Instructors.



ON-SITE TRAINING

Overview

Training workshops are customized shorter-duration events designed to launch the implementation of Absolute Accountability principles or reinforce an already underway implementation. We work with each client to build training tailored to their needs and identify the key concepts and principles for each specific group of attendees. Workshops may incorporate a blend of presentation, interactive discussions, Q&A, practical application exercises, and breakout sessions as needed.

Results

Granular understanding of the fundamental leadership principles of Absolute Accountability Leadership, specific skill (e.g., having tough conversations) building through experiential learning activities, and creation of a detailed personal and team implementation plan.



On-Site Training

Workshop Breakdown (Single & Multi-session Packages Available)

- ¼ Day
 - 2 hrs
 - Teaching: 45 mins
 - Practical Application Exercises: 45 mins
 - Interactive Discussion / Q & A: 30 mins
- ½ Day
 - 4 hrs
 - Teaching: 75 mins
 - Practical Application Exercises: 75 mins
 - Interactive Discussion / Q & A: 60 mins
- Full Day
 - 7 hrs
 - Teaching: 2 hrs
 - Practical Application Exercises: 2.5 hrs
 - Interactive Discussion / Q & A: 90 mins
- Multi-Session & Multi-Day Packages Available
 - Custom-designed program to maximize training across varying levels of leadership within an organization. We can also customize training sessions to include our Baseline Organization Assessment and added Strategic Advising while on-site to provide training. Specific scope of work will be provided to clients seeking customized options.



Sample Agenda - Full Day Session

TIME	EVENT/TOPIC	DETAILS	OBJECTIVES/OUTCOMES
8-9:30AM	COMPETITIVE LEADERSHIP	Detailed Introduction of the 6 Rules of the Game and Winning Mindsets	Introduce key Absolute Accountability leadership principles that will be discussed during workshop
9:30-10AM	Q/A	Interactive session for attendees to ask clarifying questions relevant to Competitive Leadership teaching	Translate principles to specific challenges individuals and teams are currently facing
10-12PM	DEEP DIVE INTO THE RULES OF THE GAME	Breakout session to identify areas of need for application of Absolute Accountability principles	Tie principles to challenges new and veteran leaders will face and start the discussion around direct application
12-12:30PM	LUNCH	Continued discussions and engagements with instructor	Specific leadership obstacles and opportunities discussed
12:30-2PM	APPLICATION EXERCISE: RULES OF THE GAME (IN ACTION)	Breakout activity to highlight how the rules of the game are applied to an ambiguous problem set	Team building activity where challenges imposed by ML instructors simulate real-world situations where attendees can build trust or lose credibility with their leadership
2-3PM	SELF-ASSESSMENT EXERCISE	Individuals self-assess utilizing the ML Leadership Assessment Tool	Identify individual areas of focus and specific actions toward improvement
3-3:30PM	WRAP-UP	Closing Thoughts	Call to action for attendees to take Abs. Acct.

On-Site Training

Practical Application Exercises

BALANCE ASSESSMENT EXERCISE: Using the Absolute Accountability Balance Assessment Tool, participants assess themselves as leaders or followers based on competitive leaderships' rules of the game. Using a 24-question survey that takes less than 10 minutes, each team member identifies areas for improvement, discusses them with their breakout group, and self-commits to one or two immediate actions they personally will take to improve their leadership balance. In what is consistently described as one of the most powerful events of an onsite workshop, a few individuals share their actions with the group as the ML Instructor(s) facilitate feedback, helping the participant better understand how to communicate the issue. This interaction with the ML Instructor will often result in a live role play of the conversation where everyone will observe the application of Absolute Accountability to any scenario. Participants leave this session with specific practice on a real-world discussion they need to have.

ABSOLUTE ACCOUNTABILITY IMPLEMENTATION EXERCISE: Participants are divided into three to eight-person breakout groups and tasked with answering two to three questions on each Rule of the Game and Winning Mindset. Addressing the questions requires introspection and humility for both the individual and the group. Following the breakout conversations, broader cross-team learning is facilitated as participants rejoin for a larger debrief and highlight the key takeaways from the breakout groups. The exercise is designed to help attendees learn to apply the principles from the workshop to the real-world challenges they face individually and collectively as a team.



On-Site Training

Rules of the Game (In Action) Exercises

In addition to the presentation, assessment, and discussion, Mayner Leadership Instructors are trained and experienced in facilitating various hands-on practical application exercises. While the exercises are team-based, energetic, and fun for participants, they are not “team-building” events.

These exercises test and reinforce the team’s understanding and application of the Absolute Accountability leadership principles through problem-solving, teamwork, and a debrief following the events.

- The Ball Game
- Fort / Tower Challenge
- Duct Tape Challenge
- Obstacles to Absolute Accountability
- Immediate Action Drill
- Hot Seat Discussions
- Role Play Scenarios



On-Site Training

Keynote Presentations

Overview

Keynote Presentations deliver a memorable and lasting impact that inspires people to lead more effectively in both their professional and personal lives. Presentations are 45-90-minute in length, can be customized to meet specific objectives, can include time for Q&A, and are delivered by an individual instructor or the Mayner Leadership team. The engaging presentation styles resonate with leaders in ANY capacity by creatively interweaving competition, professional, and personal stories with practical leadership concepts and principles.

Results

Basic understanding of the fundamental leadership principles of Absolute Accountability and how attendees can apply these principles to current professional and personal challenges.



VIRTUAL TRAINING



OVERVIEW: When onsite instruction isn't feasible, our Virtual Training Sessions deliver the same powerful lessons and the opportunity to engage directly with Mayner Leadership Instructors in a one on one or team approach. Focused Virtual Training Sessions provide remote training tailored to client needs, concentrating on key concepts for each specific group of attendees.

The instructors creatively interweave engaging competitive, professional and personal stories with business examples to convey pragmatic leadership concepts and principles. Interactive webinars and virtual workshops identify the most pertinent subjects and create a granular understanding to apply these leadership principles to solve the most pressing problems.

Platform: Video using preferred video teleconference provider

RESULTS: Provide a detailed understanding of Absolute Accountability's fundamental leadership principles, winning mindsets and the ability to employ the principles to lead teams at every level effectively. Virtual training sessions are highly engaging, and the content resonates with leaders in any capacity and at any level of leadership.

These services will inspire people in your organization and give them tools and techniques to lead more effectively both in their professional and personal lives.

Virtual Training Options

Webinar, 1on1 Coaching, Workshops, and Keynote Presentations

Webinar

- Duration: 60 or 90 minutes per session
- Format: Standard webinar presentations include an introduction to our foundational principles or a specific topic presentation, plus an interactive Q&A session with webinar participants. Instructors will customize topics to meet the specific needs of your team.

Individual 1 on 1 Leadership Coaching

- Built for leaders in any capacity and at any level of leadership in any industry
- Monthly, Bi-Weekly & Weekly program Options available
- Programs range from a monthly subscription based option up to a 12 month engagement and can be upgraded at anytime
 - DISC Leadership Communication Online Assessment & 55 minute Debrief ML instructor
- Duration: 55 mins
- Format: Introduction and deep dive into foundational principles of Absolute Accountability Leadership principles, 6 Rules of the Game and 6 Winning Mindsets and how to apply in personal and professional settings. Strategic advising to develop implementation plans at any scale. Thinking partnership to guide specific leadership obstacles & opportunities.

Workshop

- Duration: ¼ Day / 2 hours (single & multi-session packages available)
- Format: Combined with the webinar presentation, the virtual workshop will include an implementation exercise that challenges attendees to identify and create an action plan to improve any challenge areas.

Keynote Presentations

- Duration: 60 minutes
- Format: A remote keynote presentation consists of a 45-minute teaching focused on the foundational principles of Absolute Accountability Leadership and the fundamental 6 Rules of the Game followed by a 15 minute interactive Q & A with an implementation exercise.

Virtual Training Sessions

Specialized Topics

Standard sessions focus on the foundational principles of Absolute Accountability, the six rules of the game and the winning mindsets.

Follow-on and focused presentations are customizable based on client needs and can include specialized topics such as:

Distribute & Empower - Simplify your mission and communicate broader strategic goals. Define new decision-making parameters. Engage the entire team to provide solutions. Explain the why behind the implementation plan.

DISC: The universal language of leadership & communication - DISCover Yourself. DISCerning Others. The DISCipline of Adapting. Productive DISCord.

Decisiveness Amid Uncertainty - Accept there are no perfect solutions. Determine the quality of information. Iterative decision making. Processes & Environments for big & little decisions.

Creating Conviction: Providing Reassurance & Focus - Tell the truth and have hard conversations. Identify uncertainty & develop plans. Layout strategic & tactical priorities as well as resource limitations. Seek input on ways to innovate & adapt to the situation.

Prioritize & Execute: Focus on the highest priority - Ensure organizational success is paramount. Reorganize & rank as the information changes. Detach from emotion before making decisions. Simplify the action plan.

EXPERIENTIAL TRAINING

- Tactical Field Training (1 or 2 Days)
 - Overview & Results
 - Sample 2 Day Program
- Battleground Breakdown OR Sports Dynasty (2 Days)
 - Overview & Results
- Summit (2 Days)
 - Overview & Results
- Captains Council (2 Days)
 - Overview & Results



Tactical Field Training

Overview

The Mayner Leadership Tactical Field Training Exercise Program is a leadership training protocol that teaches, reviews, tests, and ingrains the leadership principles of Absolute Accountability utilizing experiential learning, dynamic feedback, and a carefully formulated methodology. Attendees are first taught leadership principles, then the basic strategies, tactics, and techniques suitable for the training environment. Once prepared, participants are formed into teams, assigned leadership positions, and tasked with a mission. Attendees plan and execute the mission, where they will face leadership challenges that they must overcome utilizing the fundamental principles of leadership, including the six Rules of the Game, Absolute Accountability, and the Leadership Paradoxes. There will be a mission planning overview where leaders learn the importance of planning as well as an overview of standard operating procedures, why we have them and how to implement mission planning techniques, checklists and contingency plans.

Detailed debriefs after each training mission will help participants make direct connections from the leadership lessons they are learning to actual leadership challenges they are working through in their professional and personal lives. After the debrief, instructors select new leaders for the team and assign another mission. All participants have the opportunity to both lead and follow while rotating through various positions of the team. This program is a leadership course that utilizes complex, chaotic and competitive situations. The leadership principles imbued in the attendees apply to any leader in any situation, in business, and in life.

Results

Hands-on experience implementing the Rules of the Game in high-stress situations in real-time. The lessons are pragmatic, applicable and geared toward every level of leadership from the C-Suite to the front lines. Increased speed of decisions and actions. Increased accountability of problems and solutions.

Attendees will walk away with increased capabilities to:

- Increase speed of decisions and actions
- Increased accountability of problems and solutions
- Build and maintain strong relationships
- Work cross-functionally to accomplish a mission
- Communicate effectively up, down and across the chain of command
- Simplify plans and increase efficiencies
- Prioritize daily tasks as well as long-term strategic initiatives
- Empower others to solve problems and lead
- Subordinate their ego in support of the broader mission
- Adapt to changing environments
- Make decisions amidst uncertainty and chaos
- Take accountability and solve problems, in business and life



Tactical Field Training

DAY 1

DAY 2

TIME	Topics
8-10AM	Intro to Absolute Accountability
10-12PM	Breakout Sessions: Application of Absolute Accountability Principles
12-1PM	LUNCH
1-2:30PM	Rules Of The Game In Action: Team based, experiential training to see the direct application of the Rules of the Game
2:30-4PM	Balance Assessment: Participants use self-assessment tool to identify where they are off as leaders and find specific actions to help them get back to balance
4-4:45PM	Mission Tasking: Mission planning overview and tasking for the following day
3-3:30PM	WRAP-UP

TIME	Topics
8-8:30AM	Safety Brief and Introduction
8:30-10AM	Tactics and Walkthroughs: situation and tool/weapon familiarization, mission rehearsals
10-3:30PM	FTEM Scenarios: rapidly execute time-sensitive target missions, 20 minute mission planning, 20 minute operation, 20 minute debrief, each participant will operate in both leadership and individual contributor roles
3:30-4PM	WRAP-UP / FINAL TAKEAWAYS

Battleground Breakdown OR Sports Dynasty Breakdown

OVERVIEW: The military has long utilized battlefield reviews as a means to develop their leaders. We utilize a unique method of conveying the lessons of the past to present-day leaders for current application. ML Battleground & Sports Dynasty Reviews are a two-day tour of a historical battlefield or sports dynasty. Participants walk through key successive turning points, games and activation points and battlefield locations (known as “stands”) where they receive an overview of the historical situation by a subject matter expert. The ML Team will then facilitate a discussion regarding the leadership theme related to current business challenges and implement practical application exercises to help participants understand how to implement the leadership principles on their own battlefield— limited to 20 participants.

RESULTS: The experience is intended to bring to life, on the very terrain where historic encounters took place as battlegrounds in the military and sports arenas, examples, applicable today as in the past, of leadership tactics and strategy, communications, use of terrain, and, above all, the psychology of all people, in battle, sports, business, and life.



The Summit

Overview

The Summit is a two-day PREMIER LEADERSHIP CONFERENCE that teaches pragmatic leadership tactics and strategies to all levels of leadership in every field. Desi Mayner, Jeremy Kline and the Mayner Leadership Team teach competitive leadership techniques and how to apply these principles in business and life. Even more profound are the opportunities to engage with other highly motivated individuals and leaders in EVERY capacity. The Summit dives deep into Absolute Accountability leadership principles and provides clarity on specific steps that leaders must implement in their world, business and life. The ML Team provides tactics, techniques, and procedures to overcome leadership challenges that occur in every industry and within every team. At the Summit, leaders learn that they must be accountable to everything in their world - everything that impacts their mission.

Results

Summit provides leaders the tools and the mindsets to identify problems, take accountability of them, find solutions, and get those solutions implemented, enabling your entire organization to LEAD AND WIN.

A gathering for all who want to dominate their game in business and life. This is for leaders at every level, in every capacity and those who aspire to be leaders.

Attendees will walk away with increased capabilities to:

- Increased self accountability of problems and solutions.
- Build and maintain strong relationships
- Work cross-functionally to accomplish the mission
- Communicate effectively up, down, and across the chain of command
- Simplify plans and increase efficiencies
- Prioritize daily tasks as well as long-term strategic initiatives
- Empower others to solve problems and LEAD
- Subordinate their ego in support of the broader mission
- Adapt to changing environments
- Make decisions amidst uncertainty and chaos
- Take accountability and solve problems, in business and in life



The Captain's Council

OVERVIEW: The Captain's Council is a two-day intimate leadership experience limited to 15 participants - set deep in the beautiful terrain our country has to offer, giving you the strategic advantage of detachment and focus. Desi Mayner, Jeremy Kline and other members of the ML instructor team create in-depth conversations sharing lessons learned through leadership.

This unique experience offers leaders the opportunity to truly detach and reflect on leadership challenges and get some of the most pressing questions and issues answered. Attendees participate in daily leadership roundtable discussions, fireside conversations each night, and outside activities including horseback riding, hiking, shooting and more. Participants spend time with the ML instructors in both a group and individual capacity.

RESULTS:

- Deep dive into Absolute Accountability leadership principles, the 6 Rules of the Game, the 6 Winning Mindsets including implementation strategies and tactics of implementation at all levels and capacities
- In-depth and personal look at leadership challenges and how leaders and organizations can overcome those challenges.
- Granular understanding of the power of detachment
- Realignment on leadership priorities, professionally and personally
- Practical and actionable strategies and tactics to apply in all capacities
- Building relationships with a network of leaders for the purpose of continued growth and accountability

At Mayner Leadership, we share leadership lessons learned to help others learn, lead and win. We also constantly look to improve our leadership skills by listening to and learning from the experiences of other leaders. In that spirit, we created “The Captain's Council” for a small group of leaders to share leadership experiences in an intimate setting directly with Desi Mayner, Jeremy Kline and other ML instructors and learn from each other.



LEARN MORE

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