

# C-Suite Impact Accelerator



# Differentiated Outcomes and Sustainable Success

*“Purpose is a critical part of Enterprise Leadership; however, dynamic markets and a constantly evolving world have made it harder for C-Suite executives to lead companies while simultaneously acting as compelling leaders for society.”*

*C-Suite Impact Accelerator supports C-Suite executives during critical points in their careers and helps build a legacy of leadership in real time – defining their personal brand, building high-performing cultures, transforming organizations and strengthening relationships with stakeholders to deliver differentiated outcomes and sustainable success.”*



# Korn Ferry's C-Suite Impact Accelerator helps you achieve personal, enterprise and societal impact faster with:

- **Support** to successfully navigate the evolving C-Suite executive role
- **Guidance** to perform (run the business) and transform (change the business)
- **Activation** to turn aspiration into action by implementing everything from workforce transformation to culture change.

*No two executives face the same challenges and opportunities or share the same strengths and weaknesses. That's why the C-Suite Impact Accelerator is tailored to your specific needs and will help you drive focus and impact in the face of constant change.*



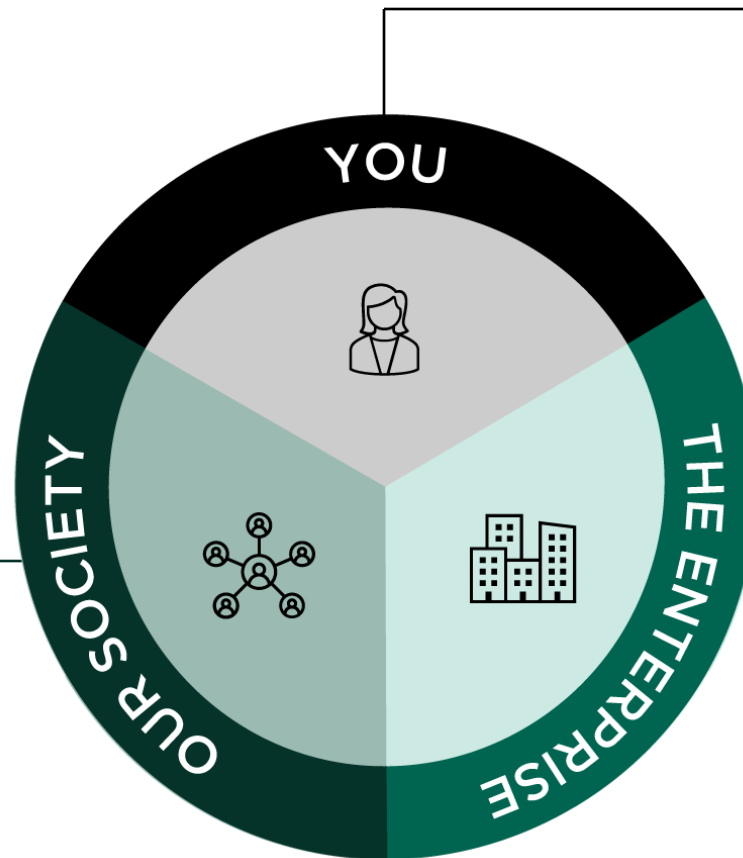
# The C-Suite Impact Accelerator Model

**Perform** for today.  
**Transform** for tomorrow.

Korn Ferry's C-Suite Impact Accelerator guides C-Suite executives through a strategic process that will help them navigate their evolving role, balancing the need to **perform** for today and **transform** for tomorrow. It enables them to **accelerate personal, enterprise and societal impact**.

**Actively manage and build your key stakeholder relationships.**

- How can you build a productive relationship with the Board and investor community?
- How will you and your organization change the face of our society?
- Which external stakeholders need to be enlisted to make your agenda possible?
- What impact will you have on the communities you touch?
- Are you prepared for an activist to join your Board?



**Align your personal brand, aspirations, and values with your expected performance outcomes.**

- What legacy do you want to leave behind?
- What is your personal brand?
- How will you transform the face of your industry?
- What personal actions will you take to transform your organization?

**Identify insights into both the organizational assets and the risks you're inheriting.**

- How can you prepare your organization to navigate the changes ahead?
- What talent and capabilities are needed now and in the future?
- What is the experience and collective wisdom of the Top Team?
- What are your cultural assets/liabilities?



# Accelerating C-Suite Executive Impact and Legacy

Achieving your desired **perform** goals while **transforming** your organization requires balancing the right levers of change to drive **sustained** success and impact.



Enabling Priority	C-Suite Executive	Business	Leadership Team	Enterprise	Internal Stakeholders	External Stakeholders
One Korn Ferry	Purpose, Vision & Brand	Perform & Transform Goals	Performance, Effectiveness & Agility	Talent Capability, Culture, Equity & Societal Impact	Expectations & Relationships	Positioning & Impact
Accelerating Impact	Aligning a C-Suite executive's personal purpose, vision and brand with the organization's transformation and business strategy.	Balancing how best to run and change the business simultaneously while engaging, inspiring and equipping leaders to own the transformation.	Clarifying roles, goals, governance and individual engagement to cultivate an effective and agile Top Team that performs effectively with agility.	Understanding the From-To around talent capability, culture and organizational norms that promote diversity, equity and inclusion and positively impact society.	Mapping key relationships across the enterprise and intentionally managing expectations and delivering optimized impact.	Scanning the landscape to identify critical external stakeholders to prioritize impact.





# What sets C-Suite executives apart in the era of disruption

Balancing business expertise and emotional intelligence, but also **real humanity, authenticity, and heart**

“If I had not been coached well about how to deal with a culture and a set of values that were foreign to my own, I would not have been...successful.”

**Ken Frazier,**  
CEO of Merck

Defining vision and purpose, but also **connecting purpose, productivity, and impact**

“More and more, today's employees want to be connected to a broader purpose.”

**Mary Barra,**  
CEO of GM

Leading a company, but also **leading a community and taking a stand on societal issues**

“We don't bleed red or blue. We bleed brown.”

**Carol Tomé,**  
CEO of UPS



# Being a C-Suite executive in a new era of disruption

In this era of disruption and intense competition, demands on the C-Suite executive are more urgent and more complex than ever. As a modern C-Suite executive there are five defining opportunities that will drive your ability to accelerate impact and create a long-term legacy.

01

Amplify your societal impact by aligning your personal purpose with organization's purpose.

03

Establishing a partnership with the Board centred on unshakable trust.

02

Igniting an organizational culture that captivates every stakeholder.

04

Building a network of peers and close trusted confidantes who will champion your success.

05

Accelerating your company's perform and transform journey.

## Run the Business

### Perform

- Drive short term performance
- Manage margins
- Optimize today's business models
- Optimize today's operating models
- Maintain current business trajectory

## Change the Business

### Transform

- Shape tomorrow
- Innovate and lead growth
- Transform the business model
- Transform the operating model
- Transform the business trajectory





# A Closer Look at Enterprise Leadership





# What does Enterprise Leadership Look Like?



Enterprise Leaders go ***beyond*** by going ***across*** the enterprise as they Perform *and* Transform with agility.

Extrapolate from current state, <b>optimize</b> existing business models, and <b>scale</b> innovation.	<b>Strategic Leadership</b> (VISUALIZE)	<b>Anticipate</b> trends, <b>envision</b> possibilities, disrupt the business model, and <b>create</b> the new and different.
Manage risk, make <b>prudent</b> decisions, drive performance <b>today</b> , and deliver <b>consistent</b> results.	<b>Results Leadership</b> (REALIZE)	Make <b>bold</b> decisions that push the envelope, pursue <b>breakthrough</b> results, and build for <b>tomorrow</b> .
Create <b>structure</b> and process, <b>align</b> people and accountabilities, and ensure <b>commitment</b> .	<b>People Leadership</b> (MOBILIZE)	Build flexible and <b>agile</b> organizations, leverage <b>differences</b> , and <b>inspire purpose</b> across
Develop talent at scale, build <b>mastery</b> , and <b>partner across networks</b> to support shared objectives.	<b>Ecosystem Leadership</b> (CATALYZE)	Generate <b>new talent and organizational capabilities</b> and create and <b>harness ecosystems</b> to amplify impact.



# Enterprise Leader Agile Mindsets:

## Critical Levers for Impact



### PURPOSE

The belief that one has a responsibility to transcend self-interests, and apply and grow one's gifts to more powerfully give to others, the enterprise and beyond



### COURAGE

The belief in one's ability and responsibility to identify and address enterprise challenges and opportunities, even when unpopular, fear-provoking, or outside one's direct control



### AWARENESS OF SELF AND IMPACT

The belief that deep understanding and continuous learning about oneself and one's effect on others is foundational to maximize one's impact across the enterprise



### INCLUSION TO MULTIPLY

The belief that one's impact is multiplied through connection and inclusion



### INTEGRATIVE THINKING

The belief that the best possible solutions are more than the sum of the parts, take the whole context into account and require one to interpret dynamic relationships, balance interacting tensions, reconcile paradoxes, and manage competing priorities

Mindsets are foundational to a C-Suite executive's *capacity to grow* as an enterprise leader, and *agility to pivot* across the perform and transform capabilities.





# Why Korn Ferry





“Korn Ferry didn’t give me what I asked for, instead they gave me exactly what I and my organization needed.”

CEO,  
Global Financial Institution



# A partnership that's effective and accelerated

1

## Expertise you can rely on

...highly qualified executives who've sat in your seat, executive coaches and seasoned management consultants.

2

## Boost your collective brainpower

With over 7,000 experts in more than 50 countries, we're ready to help you deliver on every aspect of your personal, leadership and organization challenges.

3

## High-performing and transformational

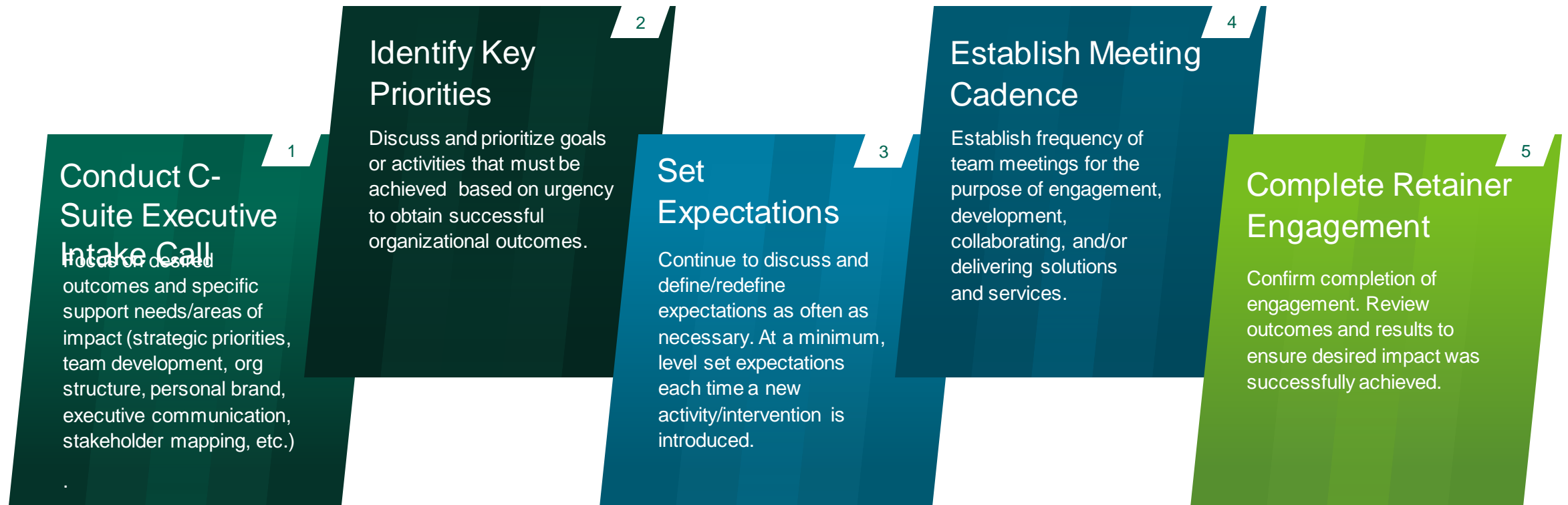
We already work with senior leaders in 90% of Fortune 500 companies.

Korn Ferry-placed C-Suite executives stay 67% longer and deliver 25% greater value than the rest.

Korn Ferry clients are 25% more profitable than their peers and outperform the S&P 500 index by over five times.



# Getting started with a C-Suite Impact Accelerator...



Continuous reassessment and pivots as needed





# Thank you!

C-Suite Impact  
Accelerator Team

