

Pit Strategy: The V.I.C.T.O.R.Y. Model – Developed by Earle Airey at Victory Leadership

Here's a framework you can use immediately:

V, Value

Help people understand why something matters to them, not just to the organization.

I, Inquiry

Ask questions before offering answers.

C, Connection

Build trust first. Without it, nothing else sticks.

T, Transparency

Say what needs to be said, clearly and honestly.

O, Outcomes

Define what success looks like together.

R, Response

When resistance shows up, meet it with curiosity, not control.

Y, Yield

Focus on long-term growth, not short-term compliance.