

Let me tell you a story. There were several global businesses challenged with leadership. They sent a dozen or so top leaders for annual or semi-annual training every year in hopes of growing and extending organizational leadership downward to the teams. However, after hundreds of millions of dollars spent, they found that leadership knowledge transfer was not being realized efficiently. Many annual surveys suggests that the problem in this story points to the team's lack of engagement. However, when talking to leaders, I find that they see motivated teams in their organizations. The problem? Leadership is *tacit* knowledge. Let me explain.

*Explicit* knowledge is the easy knowledge that can be trained in sequential methods such as 1>2>3>4 then finish.

*Implicit* adds some logic as in explicit but a decision point that creates split processes. Still, implicit can be trained across teams.

1>2>if this then 3>4 else 5>6. It can fork off but still be trained.

However, tacit knowledge must be captured and understood from within. It cannot be trained from the outside but through socialization. So, why am I here today? Well, I propose *Incremental Shift* as a solution when combined with the *KooLeaderZ Video Series*. So, what is Incremental Shift? Well, its name gives some insight. It helps you shift your organizational knowledge in increments since tacit knowledge is complex.

Incremental shift is based on many proven outcomes and studies based on collective improvisation. That is right—role playing. It is very flexible to start with smaller processes and add complexity to increase knowledge transfer at your pace. Wait, but Mike, where is the knowledge transfer coming from? Well, you and your teams already have much of the leadership knowledge, but it must be collectively harnessed and captured.

Here is how *Incremental Shift* empowers teams: you can start a two-week *Incremental Shift* after defining it based on one leadership topic from the *KooLeaderZ Video Series*, such as integrity.

Next, you define how each team member will commit time each day during the two-week cycle followed by team discussions to capture and define how well integrity is understood and

applied within the organization. Then, you document each leadership topic so that turnover does not cost the organization with lost knowledge. Each cycle will define different leadership topics. You grow incrementally. It is a means to gain leadership knowledge over time to become more efficient as an organization, while building authentic leaders from within.

As an added benefit, with the Lifetime License Option, you gain all extra add-ons to the *KooLeaderZ Video* topics. We work with you to ensure you have what you need to succeed over time. There are currently 101 leadership topics to start the process such as empathy, accountability, and responsibility. We have another 100 topics to create additional videos during our next year. We continuously add to our library of topics. Thus, as we grow, you can too. Of course, we reserve the right to limit the addition of new topics over time.

Sound interesting? Are you willing to Shift? Let us sit down and discuss the finer details.

Thanks,

Mike