

Propel Your **Culture** with Positive **Accountability**



Transform **the way people think and act** to deliver game-changing **results**

(your culture) (our focus)

Our mission is your mission.



“Year after year, our clients attribute their success to our help in building an accountable culture focused on results. As our curriculum and methodologies get embedded into their processes and systems, we become a long-term partner in accomplishing the mission of their organization.”

- **Roger Connors and Tom Smith**
Founders, Partners In Leadership

Partners In Leadership™ Workplace Accountability Study



3 YEARS of data collection
+40 000 respondents
1-2% margin of error



Can you achieve the results you need to achieve if you and your team continue to think and act the way you do today?

85% of employees aren't sure what their organization is trying to achieve.¹

64% of respondents say feedback occurs only when things go wrong or doesn't happen at all.¹

7% of respondents say that their everyday work with is aligned to the Key Results of their organisation.¹

54% of respondents reported poor vertical alignment (C-Suite strategy not clearly translated down to the department level).²

1. Workplace Accountability Study 2014 Partners In Leadership
2. State of Strategy and Leadership Survey 2014 Palladium Group Global

Will Your Company Achieve Operational Excellence?

Companies that systematically and intentionally shape a Culture of Accountability® reach operational excellence far faster than those that don't. A thriving company culture elevates engagement at every level of the business, producing results that create a meaningful competitive advantage.

Not every company reaches this level of excellence. According to our research, communication and alignment around priorities is in decline. Only 15% of organizations say their key organizational objectives are clearly defined such that employees at all levels can engage.

The result of this misalignment?

- Widespread confusion over strategic initiatives.
- Significant under-performance.
- Failure to meet plan.

What are they doing differently?

Some businesses have cracked the code on creating and sustaining a thriving culture to support their talent, growth, and results.



Accountability Is the Answer

Great leaders know that positive accountability creates a culture of trust, engagement, and exceptional operational performance. When employees can count on one another, team members become invested in the company's success—and feel rewarded for their work. In short, accountability is key to a more effective and happy workforce. The first step to shaping a Culture of Accountability is radically re-imagining what accountability really is. In *The New York Times* bestselling book ***The Oz Principle***, we defined accountability as:

ac·count·a·bil·i·ty

noun

A personal choice to rise above one's circumstances and demonstrate the ownership necessary for achieving desired results.

Rather than reactive or punitive measures, positive accountability proactively champions individuals and teams, recognizing them for their good work and encouraging everyone to work together to hit performance targets.

Survey results:

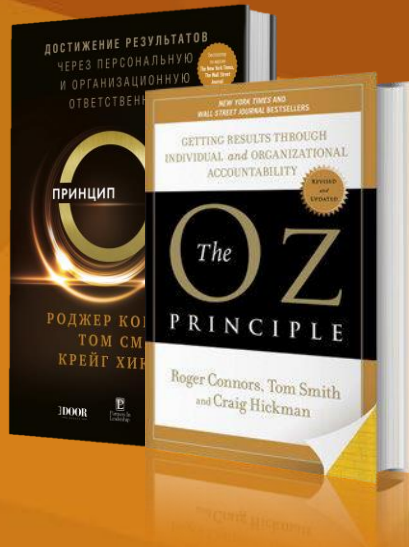


80%

of workers view
accountability as punishing.

2014 Partners In Leadership
Workplace Accountability Study

Accountability Builder



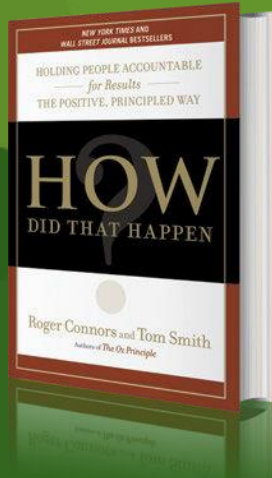
Speeding up change with greater individual and organizational accountability.

Instill positive accountability across all levels of your workforce with Accountability Builder, powered by *The New York Times* bestselling book, **The Oz Principle**. At the core of this solution is the insightful Steps To Accountability® model that has been embraced by top-performing organizations all over the world as the definition of being fully accountable. Accountability Builder sparks motivation, ownership, and innovation, showing people how to work Above The Line® to assume responsibility, envision results, and take action to achieve them.

Apply Accountability Builder when:

- 1 You need people to take ownership for improved results.
- 2 You want people to take personal accountability to close Accountability Gaps related to your Key Results.

- **Leaders define** and get clear around the Key Results they need everyone taking accountability to deliver.
- **Teams gain** awareness, alignment, and accountability to deliver the Key Results.
- **Individuals leverage** a proven framework and an empowering definition of accountability.
- Training, coaching, and daily application **create a powerful skill set** for individuals, teams, and organizations.



Leadership Builder

Hold others accountable for results the positive, principled way.

Master our proven method of establishing and managing expectations to ensure delivery—all while strengthening morale. We call it the “positive, principled way.” This award-winning leadership training, powered by The New York Times bestselling book *How Did That Happen?*, energizes your workforce by engaging employees in a way that allows them to win and causes your organization to win. Leadership Builder gives leaders the ability to hold others accountable for results and also prepares future talent in your organization to effectively manage and execute expectations.

Apply Leadership Builder when:

1

You need people to hold others accountable to deliver on important tasks and initiatives.

2

You want to engage employees in key initiatives that allow them to win—and that cause your organization to win.

- **Form Key Expectations** making them Framable, Obtainable, Repeatable and Measurable
- **Communicate expectations** creating the clarity necessary to achieve the result
- **Align expectations** to increase ownership
- **Create** a positive **atmosphere** where the success of the company and the success of the employee are equal

Dynamic Accountability Training



1-Day Public Workshops

Our live event workshops, which take place across the world, are hands-on, high-impact events for teams and individuals. Workshop participants gain the understanding and tools necessary for creating greater accountability in their organizations.

- Understand and apply the Steps To Accountability®
- Discover how to stay Above The Line® and avoid the blame game
- Learn from success stories of our Fortune 500 clients

Training Deployment

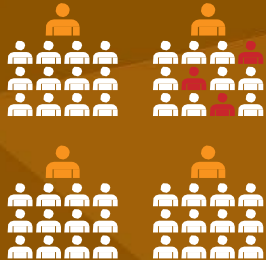


Assessments

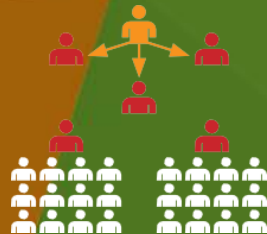
Individual



DOOR-Facilitated Workshops



Client Facilitator Certification & Workshops



1-Day Public Workshops



Keynote Presentations

Make your next event extraordinary. Whether you are planning an executive retreat or need a dynamic keynote speaker for your annual conference, our Speakers Bureau can provide you with the right presenter—from *The New York Times* bestselling authors, researchers, and international workplace accountability and culture experts.



On-site Workshops

Onsite, facilitator-led workshops accelerate and positively impact participants' daily work – more than any other training methodology.

The workshop format allows flexible delivery in a one-day, two-day, or even half-day session led by accountability experts who carefully tailor the curriculum to match your specific needs.



Internal Facilitator Training

Get certified to deliver our world-class training in your organization – the flexible and cost-effective alternative to our in-house training services.



Lead Culture

Taking organizations from where they are now to where they want to be.

Accelerate culture change by creating alignment and accountability for the change effort and get real traction around achieving your Key Results. Leverage our award-winning Lead Culture solution, powered by *The New York Times* bestselling book ***Change the Culture, Change the Game***, to shape your culture with a proven blend of strategic hands-on consulting services and scalable training approaches. Lead Culture works because it gets to the **root of culture**: the beliefs held throughout the organization and the experiences that form those beliefs.

- **Define the shift** you need to make in the way people think and act to achieve desired results.
- Capture and articulate those shifts into **Cultural Beliefs®** that guide the change process.
- **Create alignment** around Key Results and Cultural Beliefs.
- **Instill greater accountability** at every level of the company to speed up the change, and then retain and sustain the needed change over time.



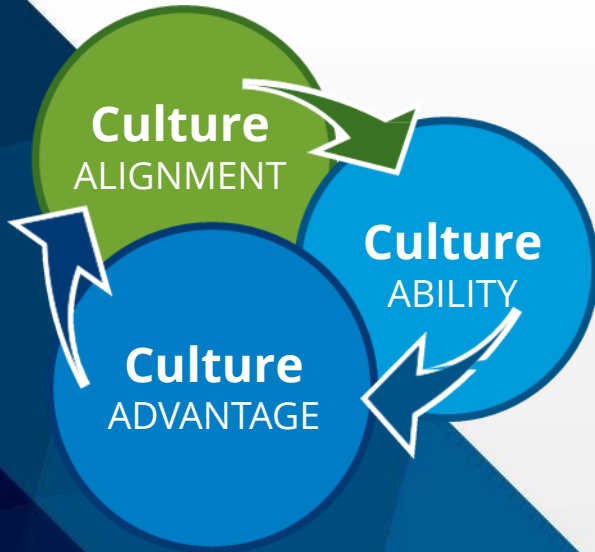
Apply Lead Culture when:

1

You want to accelerate culture change to yield real traction around results.

2

You need teams to take accountability to accelerate the culture change and think and act in the manner necessary to achieve results.



The Culture Lifecycle

For sustainable growth, we advance organizations through three stages of the culture lifecycle to ultimately create a competitive advantage in both achieving results and managing culture.

Expert Culture Consulting



Corporate Key Results™ Executive Planning

Do KPIs overload your strategy, leading to poor vertical alignment? How well do your employees understand the top three to four results you need to achieve? Let us take you through our systematic process to identify, define, and prioritize the top Key Results essential to your organization's success.



Executive Coaching

People, relationships, organizations, and behavioral change are what our executive coaches know best. They bring unique, proven methodologies to one-on-one sessions, focusing executives on creating and sustaining team alignment and momentum; the most impactful way to persuade, influence, and hold others accountable; and how to establish and manage expectations.

Culture Consulting Process



Assessments



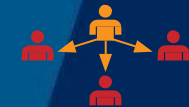
Senior Leadership
Team Workshops

Key Results



Cultural Beliefs

Facilitator
Certification



Cultural Foundation Roll-out



Executive
Coaching



Integration
Meetings

Integration



Agendas



Reporting



Communication



Company Cultural Beliefs® Executive Planning

Barriers to the achievement of Organizational Key Results are rooted in your current culture. To overcome these barriers, we work with a top team to create strategically significant Cultural Beliefs. The result is a set of beliefs that focus change efforts and drive results.



Organizational Alignment

The results you want will change from year to year, and your culture needs realignment to support your new goals. We help leaders monitor the alignment of a team; understand if the results you're achieving are still the results you want; and examine whether your processes are accomplishing your Key Results.

Focused on **Results**

We have decades of experience working with large-scale enterprise-wide culture transformation initiatives, as well as smaller, strategic training efforts that touch a targeted population. In every engagement, the focus is always on *your* results. Apply our #1 award-winning solutions to build accountability, leadership, and a culture that accelerates your advancement to operational excellence and ability to achieve desired results.

Accountability Builder	Lead Culture	Leadership Builder	Solution
The top three results for the organization	Long-term results and growth objectives	Establishing and managing expectations	Focus
You need people to take accountability for achieving organizational results.	You need a culture that is aligned around your long-term strategic objectives and can achieve them.	You want an energized workforce where employees are winning at key tasks and initiatives, causing the organization to win.	When do I need it?
People take ownership to close Accountability Gaps affecting the Key Results™.	A Culture of Accountability® where people think and act in the manner necessary to achieve desired results.	People holding others accountable to achieve Key Expectations™ (where not delivering is not an option).	Outcome

Training

Change Agents training

Keynote Presentations

On-site Workshops

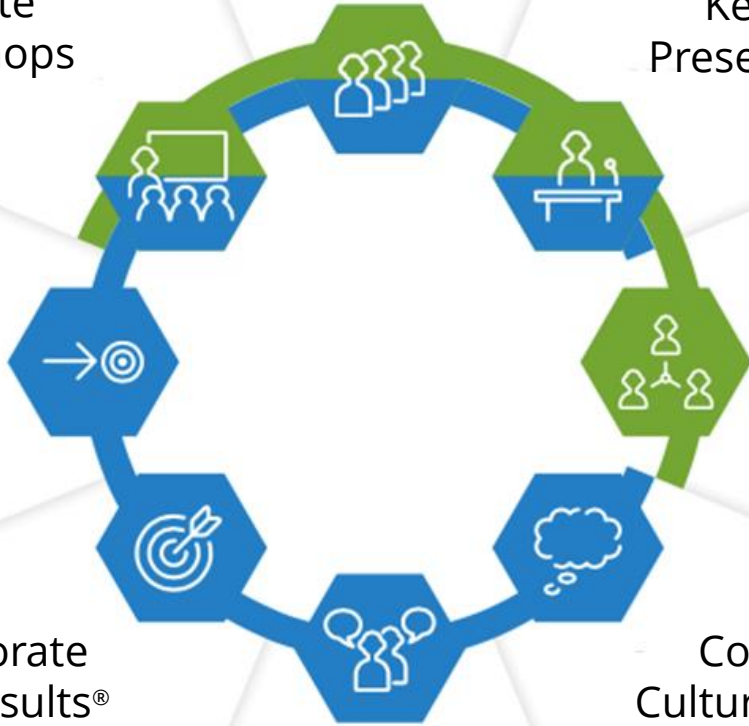
Strategic Workshops

Organisational Alignment

Company Cultural Beliefs[®]
Executive Planning

Corporate Key Results[®]
Executive Planning

Executive Coaching



It's Your Choice

We offer several **accountability programs** and **culture consulting** services so you can choose what's best for you. Move your organization toward greater accountability, engagement, and results **now**.



Consulting

The **Culture of Accountability**[®] People

For three decades, Partners In Leadership and DOOR have delivered a proven, award-winning, impactful, and sustainable approach to creating a Culture of Accountability in organizations of any size. We are accountability evangelists, accountability champions, and accountability thought leaders. Accountability is pervasive in our training, our own companies cultures, our language, and beyond. It's more than a means to an end. It defines us.



Award-winning solutions

Our partners use **Culture of Accountability** approach



More Client Successes

Revenues and Profitability

- **7,000% return** on equity investment; most successful “split-off” in Wall Street history
- **Tripled sales** with only a 20% increase in staff
- **200% increase** in profit margin within 18 months
- **15% year-over-year increase** in sales contracts
- **145% increase** in teller referrals; 155% increase in booked sales

Implementing Key Initiatives

- **Most successful product launch** in the company history, resulting in the top-selling drug in the world
- **14 new products** in 14 months
- **95%** of lots manufactured right the first time (up from 80%)
- **On time**, on budget IT implementation of SAP (first ever)
- **29% improvement** in annual HR survey

Operating Efficiency

- **57% reduction** in call center times within 111 days
- **30% reduction** in administrative costs
- **20% positive variance** over budget in ROE
- **81% reduction** in days lost due to injury
- **\$5 million reduction** in costs

Actual results achieved
by our clients.

MERCK

Everyone can positively impact the result

Accountability Builder™

The Oz Principle Self Track

The Partners in Leadership accountability methodology we learned from DOOR helped us enable the idea that everyone can impact positively our results. DOOR's ability to customize the approach to each solution and business units across the world is unique and effective. Their practical, yet powerful tools, accelerate change and strengthen our teams.

DOOR®
Russia

THE AUTHORIZED REPRESENTATIVE IN RUSSIA OF

Partners In Leadership®

Culture. Accountability. Results.

«I highly recommend DOOR as a resource and partner that can help you guide a culture of accountability and results to new levels. It has been an extraordinary rewarding experience for me.»

Steven D. Masterpolo
Head of Global Sales Force Effectiveness
Merck KGaA

MERCK



Server Technology

Engagement – Top 3 Companies Nationwide

Accountability Builder™
The Oz Principle Self Track

Award-Winning Culture

- 2017 Quantum Workplace Nationwide Employee Voice Award
Top 3 companies nationwide with the highest Level of Engagement score
- 2017 Tech Award Hall of Fame
Nevada Center for Entrepreneurship and Technology
- 2016 Manufacturing Excellence Award
Economic Development Authority of W. Nevada
- 2015 Large Company of the Year Award
Economic Development Authority of W. Nevada

“This approach has made an amazing difference on our accountability and the results that we achieved.”

Theresa Finn
Human Resources Director



Server Technology

FORD

Changing Culture for a Changing Marketplace

Lead Culture™

The Culture Shaping Track

Partners In Leadership and DOOR's culture management process helped Ford IT zero-in on their most important deliverables and create a Culture of Accountability across locations that propels the achievement of these deliverables.

By implementing programs with regional language capabilities, Ford IT has been able to deliver the Partners In Leadership process to its employees in all regions.

*«I have seen over the last two years how culture change has really become the foundation for how we play a new and different role to support our business. The role of IT has fundamentally shifted, and we needed the organization to make that same shift. **How we work together, interact, and solve problems has changed, and that is due to the evolution of our IT culture.**»».*

Jeff Lemmer
CIO

«We have been able to make this a truly global movement. Ford's culture transformation has positioned us to deliver faster, better solutions in every marketplace and maximize our achievement in the automotive world!»

Rekha Wunnava
Director of Global Manufacturing
IT at Ford



Redstone Federal Credit Union

Who Else Wants a Happy Board of Directors?

Accountability Builder[™]
The Oz Principle Self Track

Impact on Members

Board of Directors gave millions back (beyond dividends) in just two years.

- \$9.5 million in 2015
- \$13 million in 2016 (37% increase)

Impact on Community

- Job seekers want to join RFCU culture
- Local business leaders are asking RFCU executives about how they are creating their culture

About RFCU

- 400,000 members
- \$5 billion in assets
- Largest credit union in Alabama
- Top 20 largest credit unions in the nation



KAZZINC

New step to See It and Own It level on the way to the company results

Accountability Builder™
The Oz Principle Self Track

Leadership Builder™
The Oz Principle Lead Others Track

Lead Culture™
The Culture Shaping Track

The methodology for creating a culture of Accountability offered by DOOR Russia is extremely important for any company, especially if this company is aimed at dynamic development. Using clear mechanics performed in a certain sequence, we can maximize the mobilization of human capital at all levels to achieve the company's goals.

During the two years of working on the project we managed to achieve outstanding results for such a short period, which was expressed in **EBITDA increased by more than 10%** and noticeable changes in employees' consciousness that we will continue to consolidate and spread.

«The method allows you to get away from abstract words about the importance of responsibility as such, giving specific tools to influence this difficult to correct competence.»

Y. P. Gusev
General Manager
Kazzinc LLP



KAZZINC

Bristol Farms

Growing Numbers by Growing Culture First

LeadCulture[™]
The Culture Shaping Track

The Numbers

- 2016: Stretch goal is surpassed with 7.7% growth in year-over-year sales
- Point-of-difference products number increased by 22% (in an industry that has otherwise been flat).

“To achieve those goals required everyone in the organization to think and act differently. Now we’re coming off the single best year we’ve had as a company.”

Adam Caldecott
President and COO of Bristol Farms

Bristol Farms
Your Extraordinary Food Store

“Culture of Sarcasm” shifted to **Culture of Accountability** fostering positive, collaborative, and solution-oriented communication.



Donstroy

Achieve exact strategical goals

Accountability Builder[™]
The Oz Principle Self Track

Lead Culture[™]
The Culture Shaping Track

The Accountability Builder program was a continuation of the strategic session aimed at changing the corporate culture of our Company.

The program was conducted in several stages in **2016** with the involvement of managers at all levels and employees of business divisions, totaling 180 people.

Sessions are aimed at making employees aware of their personal accountability for the company's performance and achievement of organizational Key Results, and, accordingly, determining their proactive participation in this.

Thanks to our joint work, we were able to form a new mission of the company, Cultural beliefs that contribute to the achievement of our results.

Revenue in **2015** amounted to **29 billion rubles**.

At the end of **2018**, revenue reached **68 billion rubles**.

«We highly appreciate our partnership with DOOR Russia, engage them to develop a common value platform with our major contractors, and continue our own development with their participation!»

R. A. Kunduzbayev
HR Director
JSC «Donstroy Invest»



ДОНСТРОЙ

TeleSystem

Employee Satisfaction + Employee Engagement = Leading Industry Position

Leadership Builder™

The Oz Principle Lead Others Track

Lead Culture™

The Culture Shaping Track

“Our vision statement asserts that by providing relevant, valued, and compelling communications, information, collaboration, and computing services, we will secure a preferred and leading position in the commercial telecom services and solutions markets. Continued permeation and evangelization of the Oz Principles at all levels in our organization will help that vision become a reality.”

- Increased **employee satisfaction** scores to 80% (up from 73%)
- Increased **employee engagement** scores to 84% (up from 77%)



Brinker International

Culture Change Yields Dramatic Results

Leadership Builder™
The Oz Principle Lead Others Track

Lead Culture™
The Culture Shaping Track

2008

- Blame game culture
- Stock at all-time low
- Employee engagement below 50%

2015

- Culture of Accountability
- 15x increase in stock price
- Industry-leading employee engagement scores



Quick Facts

- 1,600+ restaurants
- 31 countries and two U.S. territories
- 1 million+ guests served every day
- 100,000+ team members worldwide



BRINKER
INTERNATIONAL®

SBERBANK Corporate University

Accountability Builder™
The Oz Principle Self Track

"The Corporate University promotes Personal Accountability for Sberbank specialists and managers across the country. The program "Accountability Builder" consistently arouses the interest of the audience, collects high CSI and NPS indicators and positive feedback from participants. Participants note that they get the opportunity to look at familiar definitions and concepts with a new look and discover the necessary inner resources."

Philipp Gavrilets
Project Director
Sberbank Corporate University



СБЕРБАНК

Корпоративный
университет

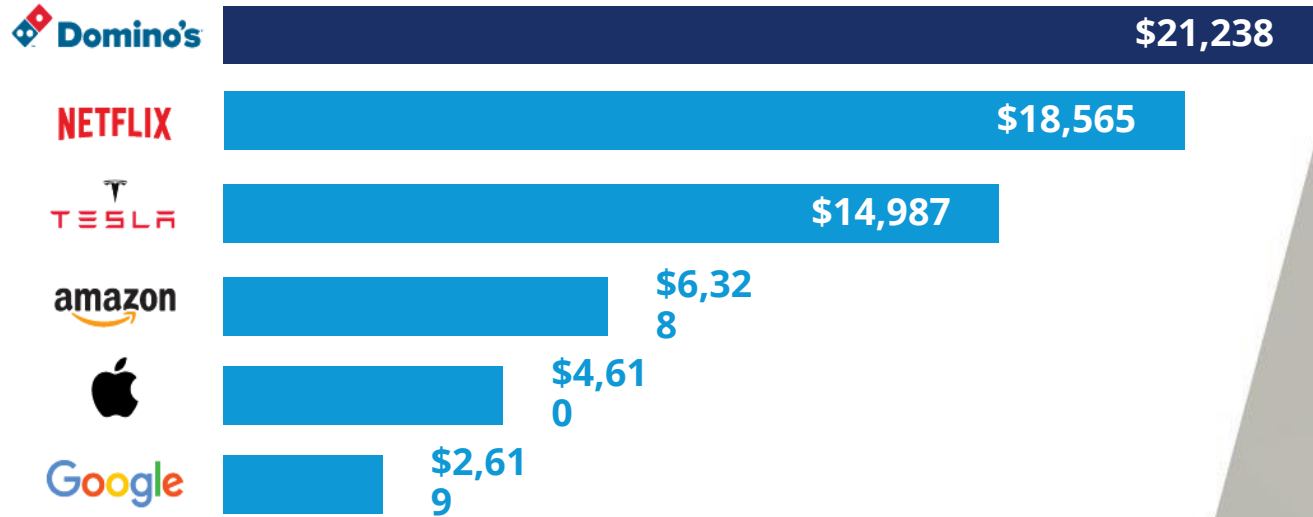
**SBERBANK
UNIVERSITY**

Domino's Pizza

Culture Change Propels Pizza Past Tech Stocks

Accountability Builder™
The Oz Principle Self Track

Present value of \$1,000 invested in these stocks in January 2010.



As of March 23, 2017; adjusted for splits and dividends.
Sources: Statista, Yahoo! Finance

«Accountability has changed our thinking... it's changed everything we do!»

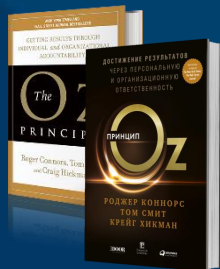
Stacie Barret
Director of Corporate Communications



DOOR[®]Partners In Leadership[®]

Russia

Culture. Accountability. Results.



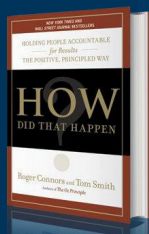
The Oz Principle

Redefine personal accountability and leverage it to achieve organizational results.



Change the Culture, Change the Game

Create competitive advantage by building a Culture Of Accountability[®] to achieve your organizational results.



How Did That Happen?

Examine the other side of the accountability coin – holding others accountable – and doing it while increasing morale.

Let's Get Started!

Join leaders across the globe who are achieving dramatic results by creating a Culture of Accountability. Contact us today to request a **free consultation** with one of our experts.

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info@doortraining.ru

DOOR[®]
 Russia

THE AUTHORIZED REPRESENTATIVE IN RUSSIA

Partners In Leadership[®]

Culture. Accountability. Results.

Propel Your **Culture** with Positive **Accountability**



THE AUTHORIZED REPRESENTATIVE IN RUSSIA OF

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