



**Are you confident  
that your team is  
consistently  
operating at their  
full potential?**



**TrueNorth**  
Radical Resilience



## The Hidden Challenges Every CEO Faces

**Engagement Crisis:** Did you know that 70% of leaders are disengaged? This disengagement leads to massive inefficiencies, costing companies nearly \$9 trillion annually. Turnover alone can cost you at least 50% of the salary of the replaced individual.

**Burnout and Absenteeism:** The pressures of high performance without proper support lead to burnout and absenteeism, further draining resources and productivity.

**Misalignment of Values:** Workforce generational gaps and varied perspectives create struggles in aligning personal core values with the organizational mission.

### What Life Could Be

Imagine a workplace where leaders and employees are not only engaged but thriving—highly motivated, resilient, and operating at their peak. This isn't a distant dream; it's achievable with the right approach.

### The Urgency for a Unique Solution

The past few years have been uniquely challenging. Beyond work demands, high performers have faced a global pandemic, economic uncertainty, the need to respond to rapid technological changes like AI integration, a politically divisive environment, and unprecedented amounts of data. These factors deplete the very resources high performers need to sustain the high levels of performance that they expect from themselves.

This is why high performers today have consistently expressed a desire to work for organizations that care about their well-being and that will invest in their holistic success, enhancing their ability to improve both their lives and their work performance.

### What if...

- Your leaders could become **radically resilient** and handle any challenge with **agility**.
- Your teams operated with a sense of **autonomy, authenticity, and purpose**.
- You could significantly reduce burnout, absenteeism, and turnover, **saving millions**.



# Introducing the True North Radical Resilience Program

## A Unique Approach to Leadership and Organizational Success

Most programs fundamentally misunderstand the critical factors that create authentic, resilient leaders. The True North framework for developing resilience and peak performance - starts by establishing a strong foundation of identity that empowers resilience and authenticity - which then become the cornerstones for achieving success that is built to last!

### Why True North?

- **Identity Alignment:** Establishes a clear sense of personal and organizational identity, ensuring leaders and teams are fully aligned with the company's mission and values.
- **Intrinsic Motivation:** Fosters self-motivation and determination, helping employees find their purpose and drive.
- **Radical Resilience:** Equips leaders with the tools to handle adversity proactively and creatively, ensuring sustained high performance.
- **Authentic Leadership:** Develops leaders who operate with empathy and authenticity, enhancing team cohesion and collaboration.

### The Proven Impact of True North

#### TRANSFORMATIONAL BENEFITS

- **Peak Performance:** True North exercises help leaders and teams achieve flow state, performing at their best without the risk of burnout.
- **Increased Engagement:** Leaders and team members become highly engaged, reducing the staggering costs of disengagement.
- **Enhanced Innovation:** Resilient teams score higher in innovation and cognitive flexibility, giving your organization a competitive edge.
- **Sustainable Success:** Reduced burnout and turnover, leading to significant cost savings and higher productivity.
- **Financial Performance:** Organizations investing in resilience training see a remarkable **300+% ROI**.



# TrueNorth Radical Resilience

helps high-performing teams sustain high performance through any circumstance or environment – without burning out or becoming disengaged, eliminating costly turnover.



## Take Action: Transform Your Organization Today

Dear Mr./Mrs. CEO,

Do you have an all-star cast of leaders and C-suite executives who you know are capable of taking your business to the next level, but something's holding them back? Sustaining their motivation, engagement, and peak performance is a monumental task, especially when so much rides on their ability to stay energized and focused.

The reality is that over **70% of leaders become disengaged**, and nearly **50% are burnt out** or on the verge of burnout. When this happens, the costs are staggering—disengagement, absenteeism, and the potential need for costly replacements can seriously undermine the productivity, morale, and profitability of your business. And let's not forget the toll it takes on you and everyone else working with them.

But what if there was a different way?

Imagine a scenario where your best employees have a crystal-clear understanding of their **personal True North**—aligned perfectly **with your organization's mission**. This alignment taps into a nearly limitless source of motivation, energy, creativity, and productivity.

Your leaders would come to work every day **highly engaged**, bringing an infectious enthusiasm and purpose to their roles. Equipped with proven resilience tools, strategies, and resources, they would turn stress, setbacks, and challenges into opportunities for growth, innovation, and success.

Now, you've got a team of radically resilient all-stars, fully equipped to sustain peak performance through any situation. They're proactive, resilient, and deeply committed—not just to their own success but to the success of your entire organization.

And the best part? They love working for a CEO and company that's equally committed to their well-being and continuous growth.

So, how does it feel knowing that your best employees are not just performing, but thriving? It's time to **make this a reality**.



## Unlock Your Organization's Full Potential with True North Radical Resilience

At True North, we start by conducting live interviews and assessments to gain a deep understanding of your organization's unique goals, challenges, and opportunities. This allows us to create a customized True North Radical Resilience (TNRR) optimization program tailored specifically for you.

Our programs guide you through our proven interactive training framework, focusing on the three pillars of TNRR:

**1. Setting Your True North Coordinates:** We align the values, purpose, guiding principles, and goals of your leaders with those of your organization. This alignment fosters maximum engagement, loyalty, and lays the foundation for sustainable growth and success.

**2. Establishing a Radically Resilient Pathway:** We provide actionable tools and strategies that empower your leaders to optimize their mindset, motivation, and support systems. These personalized strategies help leaders overcome challenges, stress, and setbacks, transforming them into opportunities for growth and success.

**3. Developing a Biology of Radical Resilience:** Leaders learn best practices for maintaining resilience, health, and adaptability under pressure. Using cutting-edge sports psychology, they become adept at neutralizing difficult emotions and mastering active recovery techniques that offer a competitive advantage.

While creating a True North Radically Resilient culture is most effective through ongoing coaching and consulting, our training programs are designed to deliver transformative results at every level.

To find out which True North training framework best suits your organization, contact us today.

email: [bob@career.club](mailto:bob@career.club) | phone: 513-910-5973



## The Proof of Transformation

### CLIENT TESTIMONIALS

**Jon Novack, CEO and President, Patton's Steel:** *"After attending the True North program, I was inspired to bring our top employees and managers together for a remarkable training. Our team has had a significant transformation. It has shaped the way we make decisions. I would highly encourage any organization to invest in their team members to strengthen their identity and become radically resilient in the coming year!"*

**Albert Lee, CEO, Cleverkey Consulting Group, Inc.:** *"I have seen the positive results in my employees that have worked with the True North program, and I recommend it to anyone seeking effective solutions for growth. True North is a great fit for anyone or any organization that wants to experience significant breakthroughs with the results they are getting."*



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Radical Resilience

Contact us to bring **True North Radical Resilience** to your organization.

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