Culture Transformation has delivered up to **7×–50×** ROI for many organizations

Cultural Transformation Program

Where Leadership Science meets organizational psychology

Transform Your Leaders. Transform Your Culture. Transform Your Results.

SCHEDULE YOUR BRIEFING →

SEE THE DIAGNOSTIC

EXECUTIVE COACHING

Growing Leaders. Building Cultures. Driving Results



THE UNBREAKABLE CHAIN

Leadership Behavior → Culture → Engagement → Business Performance

01

Intelligent Leadership

Self-aware leaders with strong inner-core values drive intentional behaviors.

02

Vibrant Culture

Culture becomes the operating system — aligned, purposeful, and high-trust.

03

Peak Engagement

Engaged people go beyond compliance — they give their best every day.

04

Breakthrough Results

Performance, retention, innovation and profitability all accelerate.

WHY CULTURE MATTERS MORE THAN EVER

The Challenge: Is your culture accelerating performance — or silently undermining it?

> *"Culture is the operating system of your organization. When it is strong, aligned, and intentional, performance accelerates."*
>
> — JOHN MATTONE

01

Drives behavior, decisions, collaboration, and performance

02

Determines Leadership Effectiveness

03

Predicts retention and morale

04

Enables (or prevents) strategy execution

The damage compounds silently — until it's too late to ignore.

2×
Annual salary — cost to replace a single executive

18%
Annual salary lost per disengaged employee
GALLUP

3.5×
More likely to fall behind in innovation (toxic cultures)

01 · *High Turnover & Talent Drain*
Top performers exit when leadership and culture drift apart. Replacement costs, institutional knowledge loss, and morale damage follow.

02 · *Disengaged Employees*
Without purpose and alignment, productivity plummets. Gallup data shows 18% salary-equivalent losses per disengaged worker annually.

03 · *Poor Strategy Execution*
Great business strategies fail without cultural support. Initiatives stall, timelines slip, and ROI suffers.

04 · *Innovation & Agility*
A weak culture prevents risk-taking and adaptability. Organizations fall 3.5× further behind competitors in innovation.

05 · *Leadership Misalignment | Siloed Communication*
Vision blurs, execution weakens, and teams lose cohesion.

EFFORTS FAIL

Because leadership isn't aligned.

The most successful organizations recognize that culture fuels performance — leaders often see reality differently than the people they lead.

01
Leaders often see reality differently

02
Readiness is overestimated

03
Communication is inconsistent

04
Talent systems don't support strategy

05
Accountability is unclear

06
Feedback loops are weak

THE MEASUREMENT BLIND SPOT

Organizations track the wrong metric — and wonder why performance doesn't improve.

WHAT MOST ORGANIZATIONS MEASURE

Employee Engagement

72%

Widely tracked — 72% of Fortune 500.

WHAT ACTUALLY DRIVES PERFORMANCE

Organizational Culture

8%

Rarely measured — <8% have a formal system.

Engagement is a symptom. Culture is the root cause. Fix the root — the symptoms resolve.

> *"Senior executive teams consistently over-inflate their organization's cultural strength and readiness to transform."*
>
> — JOHN MATTONE, CULTURAL TRANSFORMATIONS

Leadership believes culture is fine and sees reality differently

No measurement system exists

Performance gaps are misdiagnosed — the wrong problems get resourced

What if your biggest performance problem… isn't strategy… it's your culture?

THE BURNING PLATFORM

Leadership & Culture Are Your #1 Untapped Competitive Advantage.

88%
of CEOs say culture is critical to business success
PWC CEO SURVEY

75%
of transformation initiatives FAIL
BOSTON CONSULTING GROUP

12%
of leaders have the RIGHT mindset to lead digitally
MIT SLOAN MGMT REVIEW

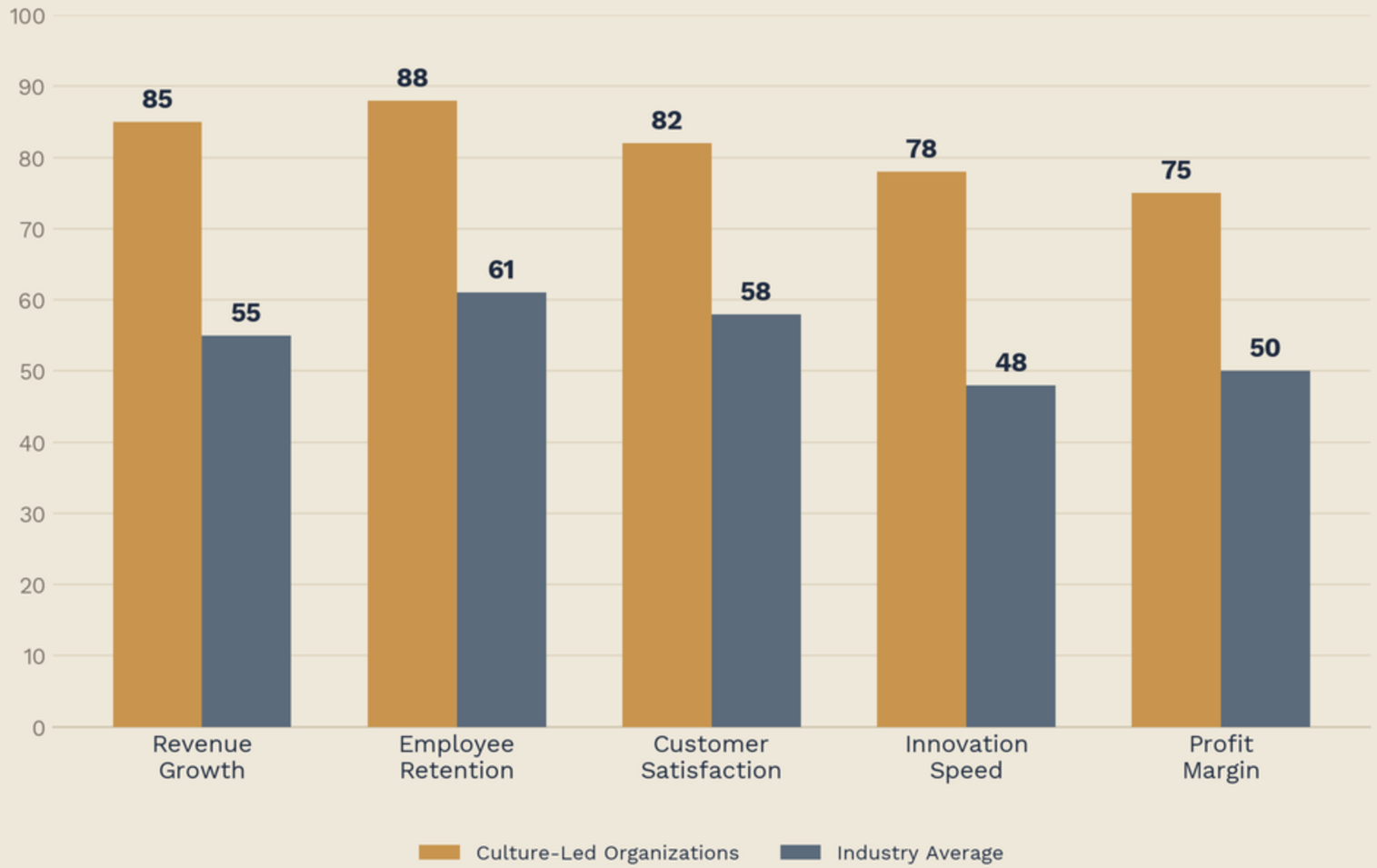
15%
of companies actually MEASURE their culture
DELOITTE RESEARCH

44%
of Millennials in leadership get little or no development
DELOITTE HUMAN CAPITAL

38%
of executives cite a THIN leadership pipeline as top risk
MERCER GLOBAL TALENT

THE BUSINESS CASE — BY THE NUMBERS

Culture-Led Organizations Consistently Outperform on Every Key Metric.



+53% Higher sense of purpose vs. underperformers

IBM CEO Survey 2021

3.3M employees studied — engagement drives profitability

Gallup Meta-Analysis

30% efficiency gains from cultural transformation

McKinsey

1,800+ internal promotions in one health system

HMH / JMG Case Study

THE ROI IMPERATIVE — CASE STUDIES

Culture Transformation & Coaching Deliver Measurable, Auditable Returns.

7×–50×

Documented Coaching ROI

ICF & MERRILL LYNCH RESEARCH

30%

Efficiency Gains from cultural transformation initiatives

MCKINSEY

25%

Turnover Reduction — Hackensack Meridian Health

JMG COACHING CLIENT

$2M

Annual Savings in turnover costs — Mosaic Consulting

JMG COACHING CLIENT

82%

Trust in Leadership, up from 55% — same client 18 months

JMG COACHING CLIENT

THE CRITICAL BUSINESS NEED FOR CULTURE ASSESSMENT

Culture is the true "leading indicator" of sustained operating success.

— John Mattone, Cultural Transformations

JMG Culture Assessment Helps You:

- ✔ Identify cultural strengths
- ✔ Uncover hidden gaps
- ✔ Implement targeted improvements

A strong, aligned culture isn't a luxury. It's a business necessity.

Invest in culture assessment today — before misalignment costs you tomorrow.

INTELLIGENT LEADERSHIP®

The Core Of Our Cultural Transformation Process.

Unlike generic consulting firms, JMG applies data-driven methodologies and proprietary assessment tools to measure, track, and refine cultural transformation.

01

Cultural Transformation Readiness Assessment (CTRA-40)®

Evaluates your organization's capacity and readiness to successfully change and implement lasting cultural change effectively and sustainably.

02

5 Cultures of Culture Assessment (5CCA)®

Diagnoses your organization's cultural strengths, weaknesses, and leadership alignment across five critical cultural dimensions.

03

Stealth Cultural Transformation Model®

JMG's proprietary framework for elevating leadership, talent, and culture simultaneously to drive measurable business results.

04

The Six Steps of Culture Transformation

A structured, phase-by-phase framework guiding organizations through every stage of cultural change — from diagnosis to sustainability.

THE CULTURE TRANSFORMATION SYSTEM

That Delivers Breakthrough Results — A Proven Three-Stem Methodology.

The most complete culture diagnostic in the industry.

01

CTRA-40

LEADERSHIP READINESS ASSESSMENT · FILLED BY C-SUITE TEAM

Measures 6 transformation predictors

- Imperative to Transform
- Leadership Readiness
- Compelling Future
- Change Mindset
- Talent Levers
- Measure & Course Correct

02

5CCA

FIVE CULTURES OF CULTURE ASSESSMENT

Maps culture health across 5 domains

- Capability — Can Do
- Commitment — Will Do
- Connectedness — Must Do
- Individual Performance
- Team Performance

03

Action Plan

CULTURAL TRANSFORMATION ROADMAP

- Leadership behavior transformation
- Strategic & structural alignment
- Team cohesion systems
- Accountability frameworks
- Communication reset
- Cultural rituals & habits

CTRA-40: CULTURAL TRANSFORMATION READINESS ASSESSMENT SAMPLE

Proprietary to JMG — The Only Tool That Tells You If You're Ready to Transform.

What it measures.



CTRA-40 INSIGHTS (SAMPLE)

What We Uncover.

Sample diagnostic output — six critical culture dimensions revealed by the CTRA-40 assessment.



CRITICAL GAP

Limited Strategic Clarity scores lowest — action required immediately.

STRENGTH SIGNAL

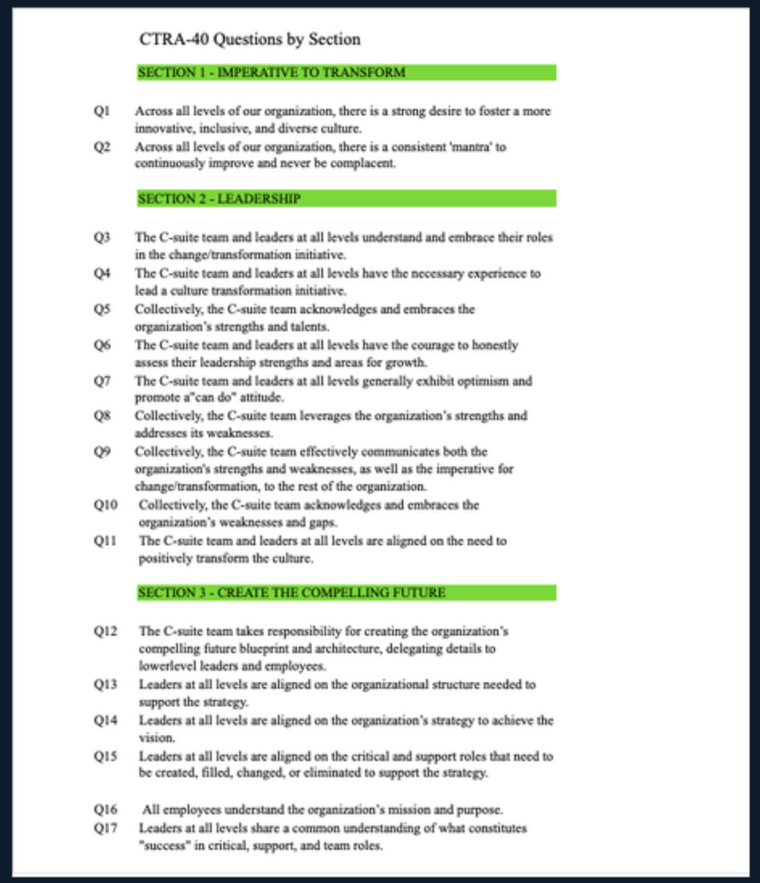
Optimism vs Readiness is the highest-scoring dimension.

COACHING FOCUS

Misalignment, Trust dynamics, and clarity are priority areas for development.

THE PROCESS — SAMPLE REPORT

CTRA-40 Questions By Section.



CTRA-40 Questions by Section

SECTION 1 - IMPERATIVE TO TRANSFORM

Q1 Across all levels of our organization, there is a strong desire to foster a more innovative, inclusive, and diverse culture.
Q2 Across all levels of our organization, there is a consistent 'mantra' to continuously improve and never be complacent.

SECTION 2 - LEADERSHIP

Q3 The C-suite team and leaders at all levels understand and embrace their roles in the change/transformation initiative.
Q4 The C-suite team and leaders at all levels have the necessary experience to lead a culture transformation initiative.
Q5 Collectively, the C-suite team acknowledges and embraces the organization's strengths and talents.
Q6 The C-suite team and leaders at all levels have the courage to honestly assess their leadership strengths and areas for growth.
Q7 The C-suite team and leaders at all levels generally exhibit optimism and promote a"can do" attitude.
Q8 Collectively, the C-suite team leverages the organization's strengths and addresses its weaknesses.
Q9 Collectively, the C-suite team effectively communicates both the organization's strengths and weaknesses, as well as the imperative for change/transformation, to the rest of the organization.
Q10 Collectively, the C-suite team acknowledges and embraces the organization's weaknesses and gaps.
Q11 The C-suite team and leaders at all levels are aligned on the need to positively transform the culture.

SECTION 3 - CREATE THE COMPELLING FUTURE

Q12 The C-suite team takes responsibility for creating the organization's compelling future blueprint and architecture, delegating details to lowerlevel leaders and employees.
Q13 Leaders at all levels are aligned on the organizational structure needed to support the strategy.
Q14 Leaders at all levels are aligned on the organization's strategy to achieve the vision.
Q15 Leaders at all levels are aligned on the critical and support roles that need to be created, filled, changed, or eliminated to support the strategy.

Q16 All employees understand the organization's mission and purpose.
Q17 Leaders at all levels share a common understanding of what constitutes "success" in critical, support, and team roles.



Cultural Transformation Readiness Assessment-40 (CTRA-40)

Q1 Across all levels of our organization, there is a strong desire to create a more innovative, inclusive, and diverse culture.

Answered: 6 Skipped: 0

ANSWER CHOICES	RESPONSES	
Strongly Agree (1)	0.00%	0
Agree (2)	66.67%	4
Neither Agree nor Disagree (3)	16.67%	1
Disagree (4)	16.67%	1

BASIC STATISTICS

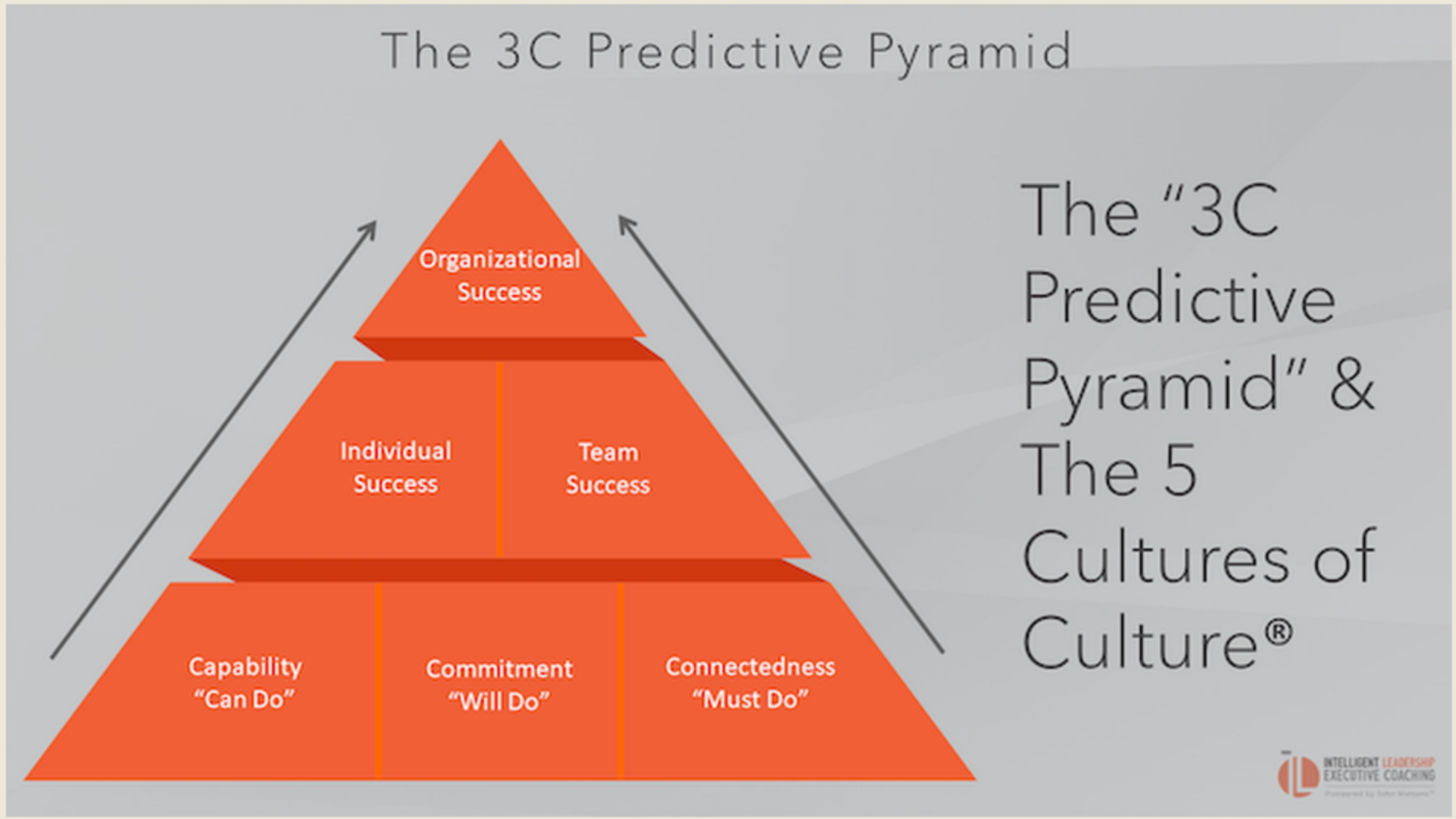
Minimum	Maximum	Median	Mean	Standard Deviation
2.00	4.00	2.00	2.50	0.76

Every question is purpose-built.

Each CTRA-40 item is written to surface how senior leaders genuinely experience readiness — not what they assume the "right" answer is. Responses are aggregated into the six transformation predictors shown on the previous page.

THE 5 CULTURES OF CULTURE (5CCA)® MODEL

Filled By Employees. Culture Strength Drives Your Capability To Transform.



Culture Strength Drives Your Capability to Transform.

5CCA: FIVE CULTURES OF CULTURE ASSESSMENT®

Proprietary to JMG — Diagnoses Culture Health Across 5 Mission-Critical Dimensions.

01 · CAPABILITY

"Can Do" Culture

"Can your people deliver?"

- Leadership bench strength is strong and growing
- People are change-agile, learning-agile, people-agile
- Resources & authority to execute are clearly delegated

02 · COMMITMENT

"Will Do" Culture

"Do your people want to deliver?"

- People believe they can positively impact the org
- Innovation & reasonable risk-taking are rewarded
- Vision creates passion and excitement organization-wide

03 · ALIGNMENT

"Must Do" Culture

"Do your people know WHY?"

- Work links clearly to vision and mission at all levels
- Strategy is clear and consistently communicated
- Leaders set stretch goals that are fair and measurable

04 · INDIVIDUAL

Performance Culture

"Do your leaders perform?"

- Leaders are authentic role models of stated values
- Customer input directly influences key decisions
- Leaders & employees act on feedback from the market

05 · TEAM

Performance Culture

"Do your teams thrive?"

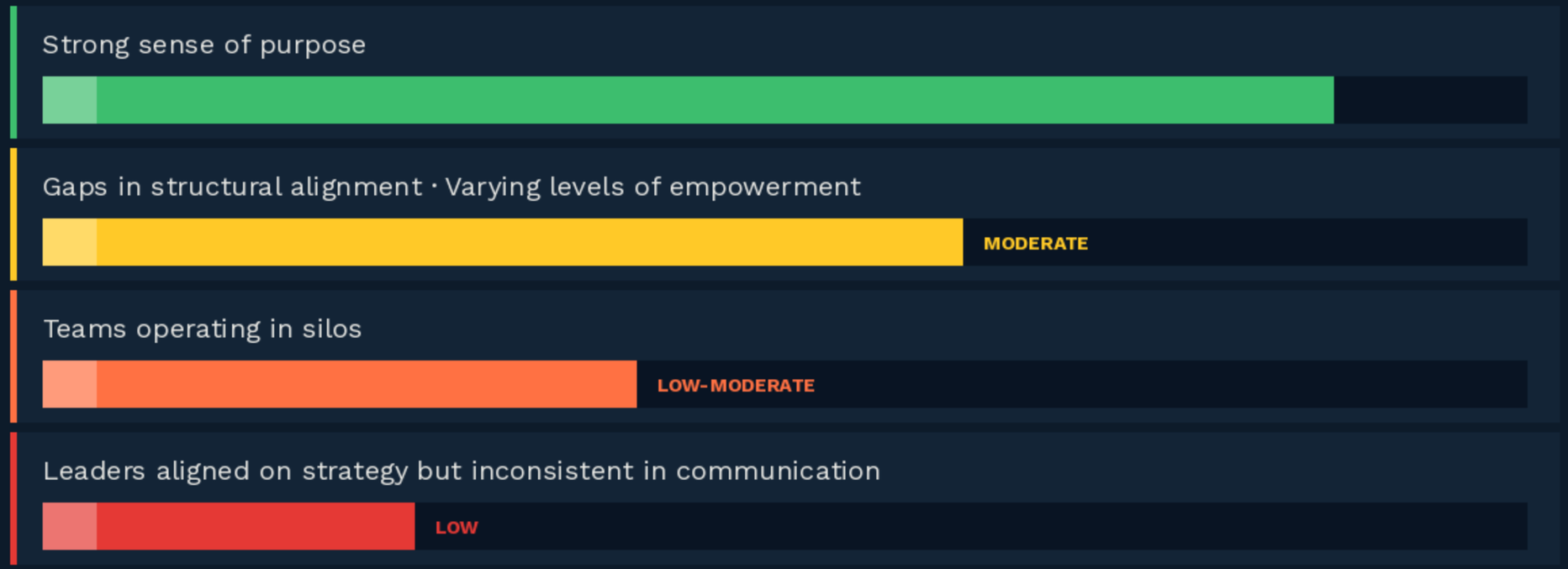
- Everyone involved in shaping vision, values & strategy
- Cooperation across functions is actively encouraged
- Teams — not individuals — are the true building blocks

Cultural Strength = Transformation Readiness Strength

5CCA INSIGHTS (SAMPLE)

Cultural Health & Strength Indicators.

Sample diagnostic output — five cultural health dimensions mapped across the HIGH → LOW spectrum.



Key Takeaway: Strong purpose scores create a foundation, but siloed teams and inconsistent leadership communication are priority intervention areas that require immediate coaching focus.

PROCESS

Inside the 5CCA Report.

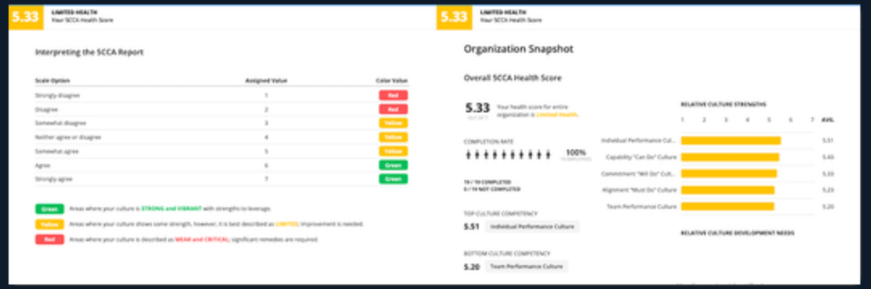


A live dashboard, not a static PDF.

Every 5CCA rollout produces an interactive organization-wide report — response completion, dimension strengths, and drill-downs by tenure and position.

SAMPLE RESULT

Interpreting the 5CCA Report — Organization Snapshot.

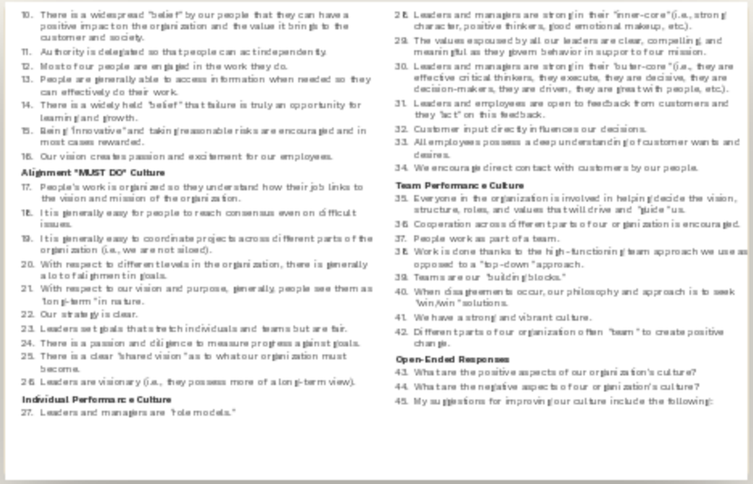


Overall 5CCA Health Score

- 6.0 – 7.0 = Culture is "Strong & Vibrant"
- 3.0 – 5.99 = "Limited Health"
- 0 – 2.99 = "Weak & Critical"

SAMPLE REPORT

Completion Rates & Strengths.



10. There is a widespread "belief" by our people that they can have a positive impact on the organization and the value it brings to the customer and society.
11. Authority is delegated so that people can act independently.
12. Most of our people are engaged in the work they do.
13. People are generally able to access information when needed so they can effectively do their work.
14. There is a widely held "belief" that failure is truly an opportunity for learning and growth.
15. Being "innovative" and taking reasonable risks are encouraged and in most cases rewarded.
16. Our vision creates passion and excitement for our employees.

Alignment "MUST DO" Culture

17. People's work is organized so they understand how their job links to the vision and mission of the organization.
18. It is generally easy for people to reach consensus even on difficult issues.
19. It is generally easy to coordinate projects across different parts of the organization (i.e., we are not siloed).
20. With respect to different levels in the organization, there is generally a lot of alignment in goals.
21. With respect to our vision and purpose, generally, people see them as "long-term" in nature.
22. Our strategy is clear.
23. Leaders set goals that stretch individuals and teams but are fair.
24. There is a passion and diligence to measure progress against goals.
25. There is a clear "shared vision" as to what our organization must become.
26. Leaders are visionary (i.e., they possess more of a long-term view).

Individual Performance Culture

27. Leaders and managers are "role models."
28. Leaders and managers are strong in their "inner-core" (i.e., strong character, positive thinkers, good emotional makeup, etc.).
29. The values espoused by all our leaders are clear, compelling, and meaningful as they govern behavior in support of our mission.
30. Leaders and managers are strong in their "outer-core" (i.e., they are effective critical thinkers, they execute, they are decisive, they are decision-makers, they are driven, they are great with people, etc.).
31. Leaders and employees are open to feedback from customers and they "act" on this feedback.
32. Customer input directly influences our decisions.
33. All employees possess a deep understanding of customer wants and desires.
34. We encourage direct contact with customers by our people.

Team Performance Culture

35. Everyone in the organization is involved in helping decide the vision, structure, roles, and values that will drive and "guide" us.
36. Cooperation across different parts of our organization is encouraged.
37. People work as part of a team.
38. Work is done thanks to the high-functioning team approach we use as opposed to a "top-down" approach.
39. Teams are our "building blocks."
40. When disagreements occur, our philosophy and approach is to seek "win/win" solutions.
41. We have a strong and vibrant culture.
42. Different parts of our organization often "team" to create positive change.

Open-Ended Responses

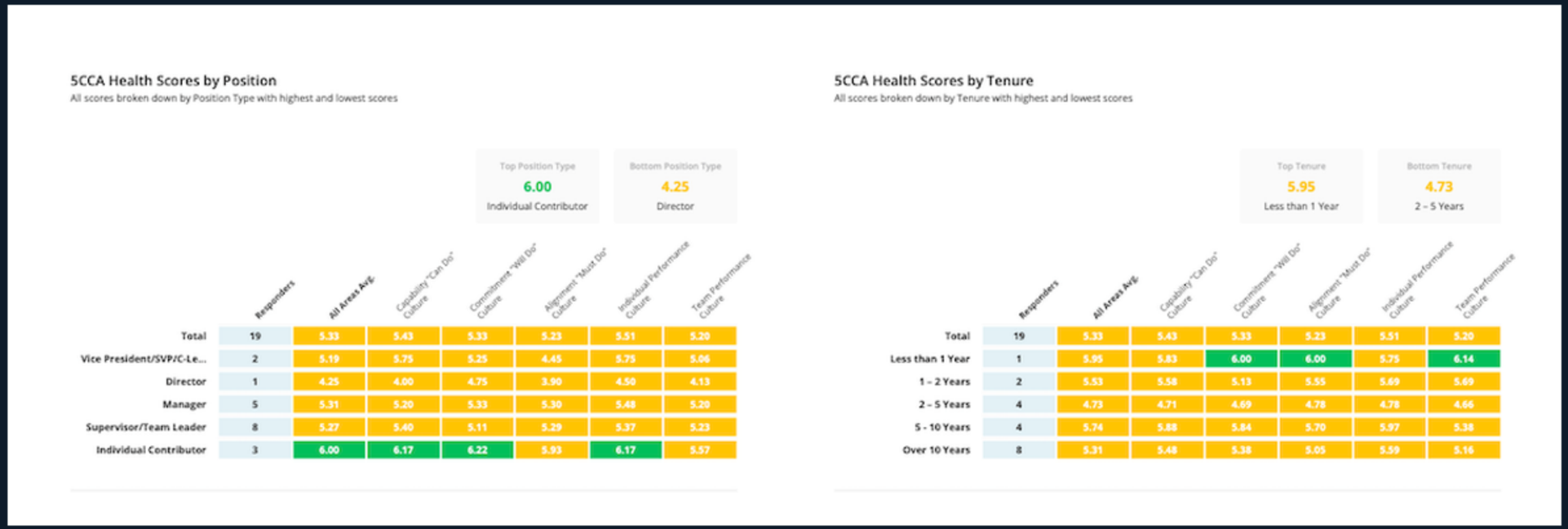
43. What are the positive aspects of our organization's culture?
44. What are the negative aspects of our organization's culture?
45. My suggestions for improving our culture include the following:

Response quality drives diagnostic confidence.

Completion-rate tracking ensures every business unit is represented before results are read into the organization-wide culture score.

SAMPLE REPORT

5CCA Health Scores By Tenure & By Position.



5CCA Health Scores by Position

All scores broken down by Position Type with highest and lowest scores

Top Position Type: 6.00 — Individual Contributor

Bottom Position Type: 4.25 — Director

	Responders	All Areas Avg.	Capability "Can Do" Culture	Commitment "Will Do" Culture	Alignment "Must Do" Culture	Individual Performance Culture	Team Performance Culture
Total	19	5.33	5.43	5.33	5.23	5.51	5.20
Vice President/SVP/C-Le...	2	5.19	5.75	5.25	4.45	5.75	5.06
Director	1	4.25	4.00	4.75	3.90	4.50	4.13
Manager	5	5.31	5.20	5.33	5.30	5.48	5.20
Supervisor/Team Leader	8	5.27	5.40	5.11	5.29	5.37	5.23
Individual Contributor	3	6.00	6.17	6.22	5.93	6.17	5.57

5CCA Health Scores by Tenure

All scores broken down by Tenure with highest and lowest scores

Top Tenure: 5.95 — Less than 1 Year

Bottom Tenure: 4.73 — 2 – 5 Years

	Responders	All Areas Avg.	Capability "Can Do" Culture	Commitment "Will Do" Culture	Alignment "Must Do" Culture	Individual Performance Culture	Team Performance Culture
Total	19	5.33	5.43	5.33	5.23	5.51	5.20
Less than 1 Year	1	5.95	5.83	6.00	6.00	5.75	6.14
1 – 2 Years	2	5.53	5.58	5.13	5.55	5.69	5.69
2 – 5 Years	4	4.73	4.71	4.69	4.78	4.78	4.66
5 - 10 Years	4	5.74	5.88	5.84	5.70	5.97	5.38
Over 10 Years	8	5.31	5.48	5.38	5.05	5.59	5.16

Culture doesn't read the same at every level.

Segmenting scores by tenure and by position reveals where perception gaps are widest — usually between senior leadership and frontline teams.

THE DUAL DIAGNOSTIC

Combining CTRA-40 + 5CCA: The Most Complete Culture Diagnostic In The Industry.

Together, they show: what your culture IS (5CCA) · how ready your leaders are to change it (CTRA-40).

WHAT IT REVEALS

Leadership Readiness — CTRA-40

Leadership readiness to drive culture change across 6 predictors.

WHAT THEY SHARE

Transformation Roadmap

A single unified roadmap — from diagnosis to sustained transformation.

WHAT IT REVEALS

Culture Health — 5CCA

Your culture's actual health score across 5 mission-critical dimensions.

Only ND Executive Coaching offers BOTH diagnostics in a single integrated program — no other firm delivers this dual-lens precision.

ORGANIZATION ASSESSMENT SAMPLE

The CTRA-5CCA Matrix — Where Do You Stand?

Gold dot = your organisation's current position · Goal: move into the Green Zone through coached transformation.

- Over-Inflation (OI) — high readiness belief, weak culture. C-suite over-inflating capability.
- Green Zone (GZ) ✔ — strong readiness & strong culture. Correctly calibrated — ready to move.
- Red Zone (RZ) — low readiness belief, weak culture. Correctly acknowledging reality.
- Under-Inflation (UI) — low readiness belief, strong culture. Underestimating transformation power.

Over-Inflation Zone

High readiness belief, weak culture. C-suite over-inflating capability — action required.

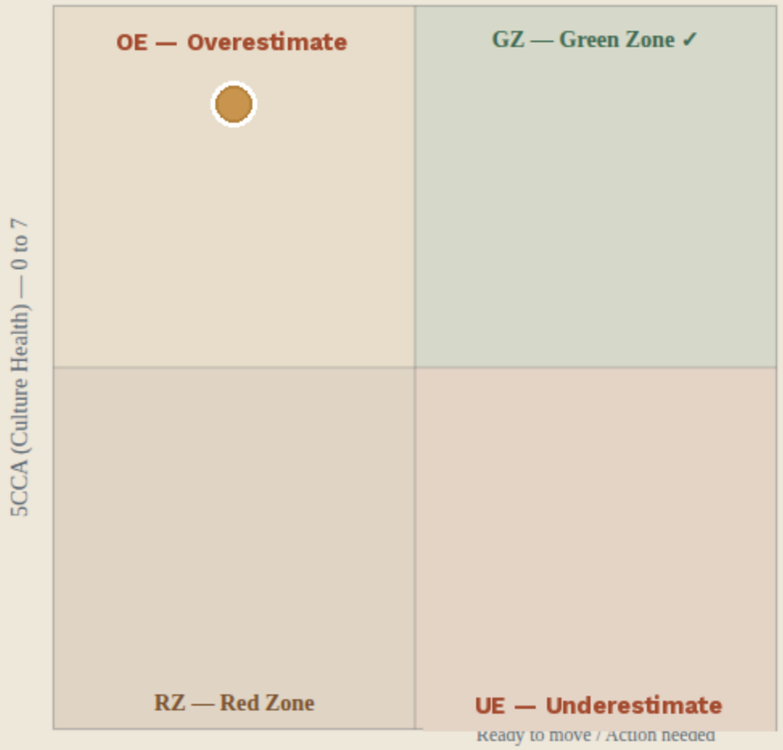
Drag the gold marker to explore other positions ↴



LEADERSHIP READINESS MATRIX

Where Most Organisations Fall.

The CTRA-40 score (leadership readiness) vs. 5CCA score (culture health) reveals exactly where your organisation stands.



There is a common tendency for senior executive teams to think of their culture and their organization's readiness to transform as being stronger than it really is.

GZ — Green Zone
Strong readiness & strong culture. Correctly calibrated — ready to move.

OE — Overestimate
High readiness belief, weak culture. C-suite over-inflating capability — action required.

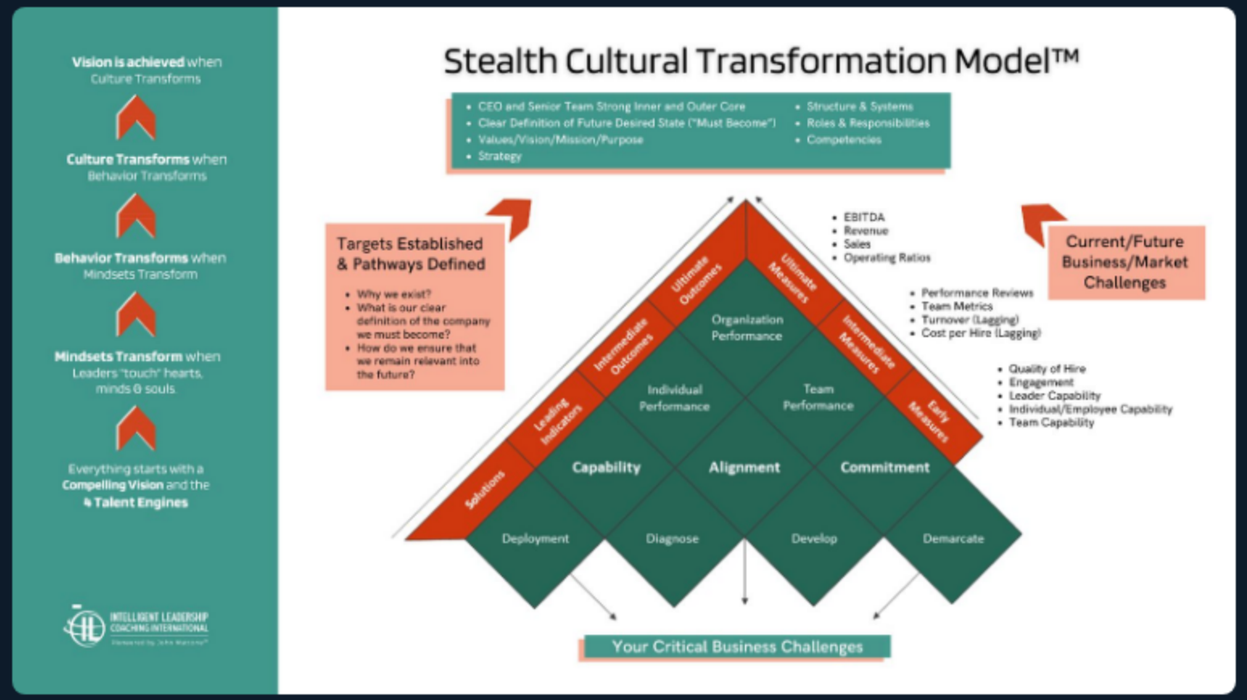
UE — Underestimate
Low readiness belief, strong culture. Underestimating transformation power.

RZ — Red Zone
Low readiness belief, weak culture. Correctly acknowledging reality — action needed.

TRANSFORMING CULTURE

The 6 Critical Steps.

Culture Starts With The CEO — igniting talent engines in support of a compelling future, anchored in capability, connectedness, and the courage to make vulnerable decisions. Measure, measure, and measure again. Don't forget to course correct. Transform mindset. Transform behavior. Transform results.



STEP 3 OF 3 · FROM INSIGHT TO ACTION

Cultural Transformation Action Plan.

Your JMG coach guides the organisation through every phase of lasting cultural change.

01 **Leadership Behaviour Transformation**
Coaches work 1-on-1 to shift mindsets and build intentional leadership habits.

02 **Strategic & Structural Alignment**
Align vision, strategy, and operations so culture and direction reinforce each other.

03 **Team Cohesion Systems**
Build rituals, norms, and accountability structures that bind teams together.

04 **Talent Development**
Identify and develop the next layer of culture-carrying leadership talent.

05 **Accountability Frameworks**
Install clear measurement systems so culture progress is visible and auditable.

06 **Communication Reset**
Rebuild messaging cadence so cultural values are consistently modelled from the top.

07 **Cultural Rituals & Habits**
Embed small daily practices that reinforce the cultural identity at every level.

08 **Feedback & Measurement**
Regular pulse checks via LeaderWatch® ensure transformation is on track and proving ROI.

Every action step is measurable, coach-guided, and connected to your CTRA-40 + 5CCA diagnostic findings.

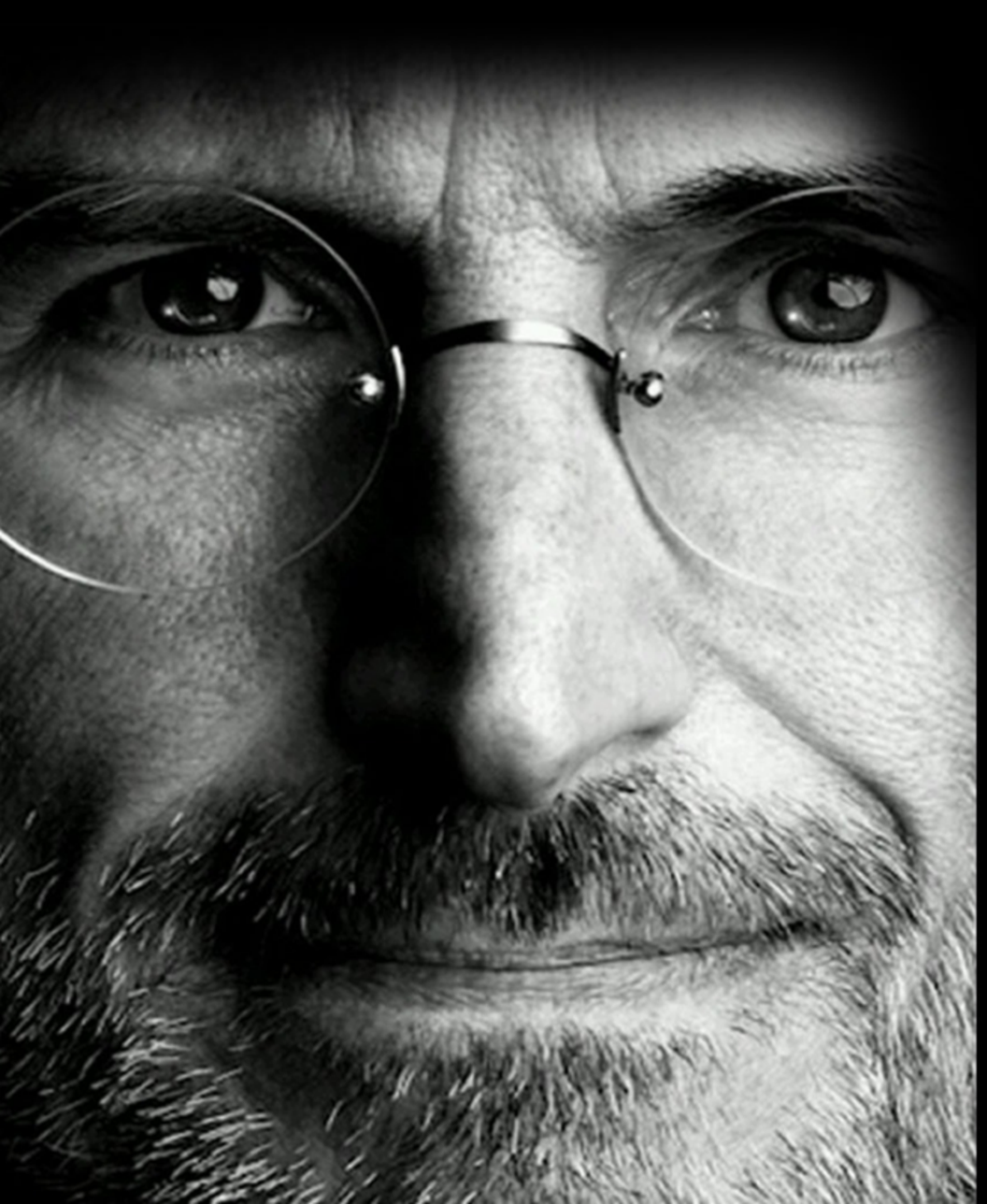
THE REAL ANTIDOTE TO VUCA

And Creating Leader, Employee & Enterprise Value?

> *In Steve Jobs' famous "Think Different" speech in 1997, he told his employees that Apple's success had nothing to do with the computer; rather, "our success will be based on the strength of our leadership, our talent, and how strong a culture we build and sustain."*

In countless studies by Deloitte, Boston Consulting Group, and many other top consultancies, including John Mattone Global Inc. research, since 1997, study after study has clearly identified that the strength of an organization's leadership, talent, and culture are the true "leading indicators" that predict sustained operating success and brand equity.

> *It's not about technology — AI, blockchain, etc. — it will never be about technology. People create technology.*
>
> — JOHN MATTONE



Keep
Thinking
Different
&
Thinking *Big*

WHAT TRANSFORMATION LOOKS LIKE

The Before-and-After Of JMG Culture Transformation.

⚠ BEFORE — TOXIC CULTURE SIGNALS

- ✗ Low trust & psychological fear dominate
- ✗ Siloed, disengaged, disconnected teams
- ✗ Hesitant, reactive leadership under pressure
- ✗ Misaligned strategy — slow execution
- ✗ High turnover & chronic frustration
- ✗ Inconsistent accountability & feedback loops

✔ AFTER — HIGH-PERFORMANCE CULTURE

- ✔ Trust, safety & courageous conversations
- ✔ Collaboration, cohesion & shared purpose
- ✔ Mature, proactive, purpose-driven leadership
- ✔ Aligned strategy with disciplined execution
- ✔ Retention, engagement & talent magnetism
- ✔ Clear accountability & continuous learning

WHY JMG EXECUTIVE COACHING

The Global Leader In Intelligent Leadership®.

Trusted by global organisations to strengthen culture, elevate leadership, and drive sustainable impact.

Proprietary Assessments

CTRA-40 + 5CCA — the only dual leadership and culture diagnostic in the industry.

Master Certified Coaches

A global network of Intelligent Leadership® certified coaches delivering proven results.

Proven Worldwide Methodology

Implemented in Fortune 500 companies, global enterprises, and government entities.

Inner-Core & Outer-Core Research

Deep science behind leadership character, emotional maturity, and behaviour change.

Track Record of Tangible Results

Documented coaching ROI of 10–30×, with measurable improvements in every engagement.

★★★★★

"The insights and guidance created immediate and lasting impact on our culture and leadership. The value delivered — and the depth of expertise — were unparalleled."

— Global Head of Talent & Organisational Development, Multinational Financial Services Firm

Ready to Transform Your Culture?

World's #1 Executive Coaching Methodology · 2019 · 2020 · 2021 · 2023 · 2024 | www.johnmattone.com

FINALLY, ASK THE FOLLOWING QUESTION

Does your culture drive performance or quietly destroy it?

If you can't measure your culture, you can't scale your results.

Assess | Align | Embed | Execute | Sustain

A structured, data-driven approach to building cultures that execute at the highest level.

IT STARTS WITH ONE CONVERSATION

"Change the Culture. Elevate the Leaders. Transform the Organization."

— John Mattone

Your next level of performance begins with an honest diagnosis of your culture and leaders.

SCHEDULE YOUR BRIEFING →

01

Leadership Team Readiness Session

Half-day executive session to align C-suite on culture imperative and coaching goals.

02

CTRA-40 Assessment Deployed

Administered to senior leaders — reveals transformation readiness across 6 predictors.

03

5CCA Culture Health Assessment

Organization-wide rollout — maps culture health across all 5 dimensions.

04

Executive Briefing & Action Plan

JMG presents findings, CTRA-5CCA matrix position, and bespoke roadmap to transformation.

THE SCIENCE BEHIND THE TRANSFORMATION

What is Intelligent *Leadership® Executive Coaching Process?*

"Intelligent Leadership® is a transformational, results-driven leadership growth philosophy and process that ignites, cultivates, and polishes an individual's heart, mind, and soul to create a truly exceptional leadership and cultural capability in an organization."

The IL framework operates on the principle that sustainable leadership excellence comes from transforming the leader within, not adding external skills. It is not a program, it is a complete leadership operating system.

The Intelligent Leadership® coaching process is powered by John Mattone, the #1 executive coach (2019–2026). He was the coach of Steve Jobs, Yasir Al Rummayan (PIF Governor), and 750 global leaders.

STRONG INNER-CORE + **EXCELLENCE IN OUTER-CORE** = **LEADERSHIP & ORG MASTERPIECE**

THE SCIENCE OF INTELLIGENT LEADERSHIP®

Inner Core Drives Outer Core — The Blueprint For Leadership Greatness.

INNER CORE

Values · Beliefs · Character · Emotions

OUTER CORE

Observable Skills & Behaviors

MLEI (WHY)

MATTONE LEADERSHIP ENNEAGRAM INVENTORY

Maps the 9 archetypes of character, values & emotional maturity — the root WHY behind every leadership behavior and decision.

IOPT (HOW)

INPUT-OUTPUT PROCESSING TEMPLATE

Reveals cognitive decision-making styles (RS, LP, HA, RI) — HOW leaders think, act & communicate under pressure.

CPI-260 (IMPACT)

CALIFORNIA PSYCHOLOGICAL INVENTORY-260

Defines interpersonal presence & leadership style across 26 deep inner-core traits — HOW others experience the leader in real time.

MLEI (Why) + IOPT (How) + CPI-260 (Impact) = Complete Intelligent Leadership® Profile

CORE PURPOSE STATEMENT (CPS)

The Foundation Of Every Transformation Journey — Proprietary To John Mattone Global.

> *Without a clear Core Purpose — leaders and cultures drift. The CPS is the personal constitution that governs every high-stakes decision and every cultural behavior.*
>
> — JOHN MATTONE, WORLD'S #1 EXECUTIVE COACH

WHO you are (Inner Core clarity) + WHY you lead (Purpose & mission) = Your CPS

Why The CPS Is Non-Negotiable

🧭 Anchors the ILDP

The Individual Leadership Development Plan flows directly from the CPS — without it, the plan lacks authentic direction.

🔥 Ignites Intrinsic Motivation

Leaders who know their WHY sustain commitment through adversity — they don't need external pressure.

🤝 Drives Cultural Alignment

A leader whose personal purpose aligns with organizational mission becomes a culture carrier, not a culture casualty.

🎯 Shapes Decision-Making

When faced with ambiguity, the CPS provides clarity — leaders act consistently with their values rather than reactively.

📈 Measurable Coaching ROI

CPS-grounded leaders show 57%+ higher overall leadership improvement in JMG's LeaderWatch® ROI studies.

STLI-360®: STRATEGIC-TACTICAL LEADERSHIP INDEX

Proprietary 360° Stakeholder Assessment — Revealing the Leader's Outer Core Impact.

What the STLI-360® uniquely captures.

👥 **Multi-Rater Stakeholder View**
Manager, peers, direct reports, and self-assessment — a 360° picture of leadership effectiveness in the Outer Core.

💡 **Indisputable Strengths (IS)**
Where the leader excels as confirmed by all rater groups — assets to double down on in the ILDP.

🎯 **Surprise Development Needs (SDN)**
Gaps the leader is blind to — the most impactful coaching lever for behavioral change.

🌟 **Surprise Strengths (SS)**
Hidden talents not yet fully leveraged — coaching brings these to the surface for greater impact.

⚠️ **Indisputable Development Needs (IDN)**
Universally recognized gaps — priority areas that, if addressed, generate the highest ROI for the organization.

Stakeholder Engagement Architecture

1	2	3	4	5
CEO / Board	Direct Manager	Peers / Cross-functional Leaders	Direct Reports	Self-Assessment

Key Insight: Leaders who share STLI-360 results with stakeholders and act on them experience 3× greater improvement rates than those who don't.

INDIVIDUAL LEADERSHIP DEVELOPMENT PLAN (ILDP)®

Assessment-Driven, Purpose-Anchored, Measurable — The Coaching Blueprint Proprietary To JMG.

What the ILDP contains.

01

Core Purpose Statement

The leader's personal WHY — anchors every development goal to authentic motivation.

02

3–4 Priority Development Goals

Derived from MLEI, IOPT, CPI-260 and STLI-360 data — not guesswork.

03

SMART Actions Per Goal

Specific, time-bound behaviors from JMG's 200+ strategy library organized by leadership competency.

04

Stakeholder Accountability

ILDP is shared with boss, peers and direct reports — creating organizational commitment to the leader's growth.

05

Progress Trackers & Journals

Bi-weekly coaching cadence with the IL Accountability Journal — tracking real progress, not just intentions.

The 5 C's of IL Coaching — Probability of Success

Clarity of Purpose WHY — Core Purpose Statement defined	10%
Commitments from the Soul WHAT — ILDP created & aligned to CPS	50%
Communicating Commitments HOW — ILDP shared with stakeholders	65%
Calibrating with IL Coach MEASURE — Bi-weekly coaching & reflection	95%
Consequences (LeaderWatch) PROVE — Stakeholder feedback confirms growth	100%

LEADERWATCH® — MEASURING & PROVING COACHING ROI

Proprietary To JMG — The Only Tool That Proves Executive Coaching Is Working In Real Time.

> *"What is measured, will improve." — John Mattone. LeaderWatch® is the only abbreviated 360° mini-survey that converts coaching intent into auditable stakeholder-verified results.*

How It Works

- ✔ Administered every 3 months to same stakeholders from STLI-360
- ✔ Stakeholders rate improvement on 3–4 ILDP development goals
- ✔ 7-point Likert scale from -3 (less effective) to +3 (more effective)
- ✔ Includes open-ended qualitative comments for each goal
- ✔ Confidential report delivered to coach → debriefed with leader
- ✔ Leader shares results transparently with their stakeholder group

What It Delivers

- ✔ Real-time calibration of outer-core behavioral improvement
- ✔ Visible coaching ROI data for your CHROs and C-suite sponsors
- ✔ Forces stakeholder engagement — building a coaching culture
- ✔ Each administration is an inflection point to deepen growth
- ✔ Creates accountability loop: intent → behavior → impact → adjust
- ✔ Serves as aspirational mirror — leader sees how others see them

Proven Results

+57% overall leadership effectiveness improvement	*+52%* improvement in one-on-one communication skills	*+49%* improvement in building a positive team culture
+45% improvement in agility with change, learning & people	*100%* of leaders in IL coaching ≥6 months show measurable gains	*750+* global leaders tracked over 12+ months

THE JMG PROPRIETARY ECOSYSTEM

No Other Firm On Earth Owns This Complete Set Of Integrated Tools — All Under One Roof.

PHASE 1 · AWARENESS

Behavioral Interview

Stakeholder Mapping

PHASE 2 · ASSESSMENT

MLEI · IOPT · CPI-260

STLI-360® · CPS Tool

PHASE 3 · ACTION

ILDP® Tool · IL Journal

Shadowing · Mentoring

PHASE 4 · ACHIEVEMENT

LeaderWatch® ROI

Stakeholder Debrief

CTRA-40

Culture Readiness

PROPRIETARY™

5CCA®

Culture Health Diagnostic

PROPRIETARY™

MLEI®

Inner Core Assessment

PROPRIETARY™

STLI-360®

Outer Core 360°

PROPRIETARY™

ILDP®

Development Blueprint

PROPRIETARY™

CPS Tool

Core Purpose

PROPRIETARY™

LeaderWatch®

ROI Measurement

PROPRIETARY™

IL Journal

Accountability

PROPRIETARY™

WHY JMG — AND NOT ANYONE ELSE

The Global Leader In Intelligent Leadership® — Unmatched Depth, Breadth & Results.

CAPABILITY	JMG	MCKINSEY	GALLUP	KORN FERRY
Dual Culture + Leadership Diagnostic (CTRA-40 + 5CCA)	✔	—	—	—
Core Purpose Statement (CPS) Tool	✔	—	—	—
STLI-360® Outer Core Assessment	✔	—	—	Partial
Assessment-Driven ILDP®	✔	—	—	Partial
LeaderWatch® Ongoing ROI Measurement	✔	—	—	—
Inner Core Psychology (MLEI + IOPT)	✔	—	—	—
Master Certified IL Coaches Network	✔	—	—	✔
Transformation Action Roadmap	✔	Partial	—	Partial

"The insights created immediate and lasting impact on our culture and leadership. The depth of expertise was unparalleled."

— Global Head of Talent & OD, Multinational Financial Services

YOUR PATH TO TRANSFORMATION

A Structured, Measurable 5-Phase Journey — From Assessment To Sustained Cultural Change.

Diagnose
WEEKS 1–2

CTRA-40 + 5CCA deployed. Executive briefing on findings. Culture health snapshot revealed.

Design
MONTH 2

Custom Transformation Action Plan. Coaches assigned. ILDP® framework introduced. CPS work begins.

Align
WEEKS 3–4

Leadership team alignment session. Shared reality on culture health, readiness gaps, and priority actions.

Activate
MONTHS 3–9

STLI-360® deployed. Coaching cycles launched. ILDP implemented. LeaderWatch® cadence begins.

Sustain
MONTH 10+

Pulse assessments, LeaderWatch® ROI reports, leadership rituals embedded. Transformation self-renewing.

WHY JMG — AND NOT ANYONE ELSE

The Global Leader In Intelligent Leadership® — Unmatched Depth, Breadth & Results.

- World's #1 Executive Coach (2019, 2020, 2021, 2023, 2024)
- 11 books, 4 bestsellers — 14+ registered trademarks on proprietary IP
- Only firm with DUAL diagnostic: CTRA-40 + 5CCA combined
- Proven across 300+ global organizations on 6 continents
- Master Certified Intelligent Leadership Coaches worldwide
- Clients: Amazon, Apple, FedEx, IBM, KPMG, PepsiCo, PIF Saudi Arabia

CAPABILITY	JMG	MCKINSEY	GALLUP	KORN FERRY
Dual Culture+Leadership Diagnostic	✔	—	—	—
Proprietary Readiness Tool (CTRA-40)	✔	—	—	—
Inner Core Psychology (MLEI)	✔	—	—	—
Transformation Action Roadmap	✔	Partial	—	Partial
Master Certified Coaches Network	✔	—	—	✔

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>
> — Global Head of Talent & OD, Multinational Financial Services

THE 7 SECRETS OF INTELLIGENT LEADERSHIP®

Developing Versatile Leaders Who Deliver High Results In Any Context.

1 **Think Differently, Think Big**	*2* **Self-Awareness & Emotional Mastery**	*3* **Build a Compelling Future Vision**	*4* **Courageous & Authentic Communication**
5 **Develop & Lead Great Talent**	*6* **Drive Accountability & Execution**	*7* **Build a Culture That Wins**	

Intelligent Leaders are VERSATILE — they adapt their style, influence culture, and deliver consistent results regardless of context.

YOUR PATH TO TRANSFORMATION

A Structured, Measurable 5-Phase Journey From Assessment To Sustained Results.

Diagnose
WEEKS 1-2

CTRA-40 + 5CCA assessments deployed. Executive briefing on findings.

Align
WEEKS 3-4

Leadership team alignment session. Shared reality on culture health and readiness gaps.

Design
MONTH 2

Custom Cultural Transformation Action Plan. Coach assigned. Roadmap finalized.

Activate
MONTHS 3-9

Coaching cycles, leadership workshops, accountability structures, culture rituals deployed.

Sustain
MONTH 10+

Pulse assessments, course corrections, embedded habits. Transformation becomes self-renewing.



The Greatest Investment You Will Ever Make Is in *Yourself.*

The world's most successful CEOs don't lead alone — they invest in the inner work that makes their outer impact extraordinary. Your Intelligent Leadership® journey begins with a single conversation.

12
Months of Transformation

60+
Hours of Direct 1:1 Coaching

100%
Improvement Guaranteed