

# **Accelerate:** High Leverage Leadership for Today's World



FACILITATING EXECUTIVE  
LEADERSHIP POTENTIAL



Upgrade your leadership  
capacities and experience  
real productivity gains with  
proven principles.

**Accelerate: High Leverage Leadership for Today's World**

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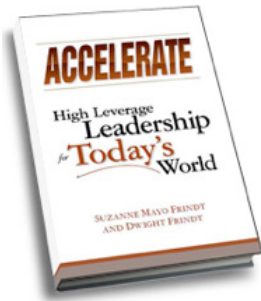
Available at [www.2130partners.com/accelerate-the-book](http://www.2130partners.com/accelerate-the-book) or [www.amazon.com](http://www.amazon.com)

Authors: Suzanne Mayo Frindt and Dwight R. Frindt

Published in 2010

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## About the Book

***Accelerate: High Leverage Leadership for Today's World***, by the executive leadership development team of Suzanne Mayo Frindt and Dwight Frindt provides a remarkably simple, elegant and insightful approach to creating the possibility of consistently producing extraordinary results.

Our world is rapidly reshaping in many amazing ways. In this evolving new reality, successful leadership will have a very different nature than traditional approaches. It was quite different to be a leader in simpler economic times and when the world moved at a slower pace with less connectivity. Patterns of entitlement offered at least the illusion of security, and there was more time and predictability in producing results. Now at a time when previous business models and assumptions have been turned on their heads, people's livelihoods are changing and disappearing regularly, and successful businesses are being transformed for the new realities - the leadership required is radically agile, proactive, and creative. As we go forward, those who lead will be the ones taking advantage of the creativity and productivity gains available by focusing on the human, collaborative dimension, while laggards will suffer in the face of unrelenting change.

*Accelerate* is a match for the challenging times in which we live, where leaders are facing problems and challenges that are complex beyond any previous era. The authors provide serious readers with deceptively simple access to meaningful transformation in their work and lives. Unlike other leadership books, *Accelerate* starts with whom to BE rather than what to DO to produce effective leadership. You will find proven Principles and Practices to expand your leadership capacities for productive thought and interaction, create self-generated accountability and turn friction and waste into real productivity gains.



For Immediate Release

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**Debut Book from Suzanne Mayo Frindt and Dwight Frindt Provides a Simple, Elegant and Insightful Approach to Consistently Produce Extraordinary Results**

*“Accelerate: High Leverage Leadership for Today’s World”*

**San Juan Capistrano, Calif.**, November 15, 2010 — Suzanne Mayo Frindt and Dwight Frindt work closely with leaders and executive teams to unleash creativity and effectiveness throughout their organizations. Their practical methodologies reduce the friction and waste in daily conversations and inspire highly productive teams that regularly deliver on bold commitments. Their collaborative leadership practices are not steeped in academia — they are carefully crafted methodologies based on their years of hands-on experience counseling executives, combined with a global business perspective derived from their active involvement with business cultures around the world.

The Frindts are co-founders of 2130 Partners ([www.2130Partners.com](http://www.2130Partners.com)), a leadership development and education firm that trains leaders to create focus, alignment, and collaboration for a sustainable shared vision. In their debut book, *Accelerate: High Leverage Leadership for Today’s World*, the authors provide a remarkably simple, elegant and insightful approach to consistently produce extraordinary results.

We live in a world of unprecedented and accelerating changes in our lives and work. Now, at a time when previous business models and assumptions are being turned on their heads, individual livelihoods and whole firms are disappearing or springing up newly on a regular basis. Successful businesses are transforming themselves and finding ways to prosper in the evolving new realities. The leadership required for these firms is radically agile, proactive, and creative. Success will accrue to those who learn to tap the creativity and productivity gains available through being aware and effective in the human, collaborative dimension, while laggards will suffer in the face of the unrelenting change.

*Accelerate* is a match for the challenging times in which we live, where leaders are facing problems and issues that are complex beyond any previous era. The authors provide readers with deceptively simple access to meaningful transformation in their work and lives. Unlike other leadership books, *Accelerate* starts with whom to BE rather than what to DO, to produce effective leadership. You will find proven principles and practices to expand your leadership capacities for productive thought and interaction, to create a culture of self-generated accountability, and to turn friction and waste into real productivity gains.

Always with a keen eye on the future, the authors have just returned from several weeks in China, now eclipsing Japan as the second largest economy in the world. There they participated in *The World Academy for the Future of Women*, and in the *Fourth Annual Women’s Symposium* at Sias International University ([www.sias.edu.cn/en](http://www.sias.edu.cn/en)). Suzanne Mayo Frindt created curriculum, both served as instructors for the Academy, and Dwight Frindt delivered a keynote speech at the Symposium.

Sias University is the first solely owned American university in Central China. It develops well-rounded transnational professionals by combining Chinese and Western educational philosophies, providing students with a broad based learning perspective and alternative ways of thinking about their lives, careers, and leadership aspirations.

— more —



## 2—2—2 “Accelerate: High Leverage Leadership for Today’s World”

### **About Suzanne Mayo Frindt and Dwight Frindt**

The Frindts are co-founders of 2130 Partners, a leadership development and education firm founded in 1990. 2130 Partners is dedicated to facilitating executive leadership potential through Vision-Focused Leadership™, a methodology grounded in shared vision and built through collaboration.

They are often called upon to give keynotes and lead programs in such diverse locations as Bismarck, North Dakota and Abu Dhabi in the United Arab Emirates. In addition to their extensive business leadership experience and educational credentials, they credit their 30 plus years as investors in, and activists for, *The Hunger Project* (<http://www.thp.org>) for its profound influence on their work and lives. They have traveled throughout Africa, India, Bangladesh and Latin America to support the organization’s goals in mobilizing local people to create lasting society-wide progress in health, education, nutrition, family incomes and the empowerment of women.

### **Events**

2130 Partners will hold public workshops and book signing events:

November 2010  
19 – Seattle, Wash.

December 2010  
3 – Orange County, Calif.

February 2011  
2 – Los Angeles, Calif.

For event information, please go to: [www.2130partners.com/whats-new](http://www.2130partners.com/whats-new).

### **About 2130 Partners**

2130 Partners is celebrating its 20th year of facilitating executive leadership potential. The name 2130 Partners and the firm’s core philosophy are derived from the Native American principle that leaders are accountable in their decision making for their impact on each of the next seven generations. Seven generations from its founding in 1990, or 140 years, is year 2130. Clients and 2130 Partners are asked to consider what input we might get from the people who will be alive in the year 2130 about how we spend our lives, the decisions we make and the focus of our leadership. The firm serves clients around the world, with offices in Orange County, Calif. and Seattle, Wash. Visit [www.2130partners.com](http://www.2130partners.com).

*Accelerate: High Leverage Leadership for Today’s World*

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###





## The Authors

Suzanne Mayo Frindt

Dwight Frindt

Suzanne Mayo Frindt and Dwight Frindt are co-founders of 2130 Partners, a leadership development and education firm founded in 1990. 2130 Partners is dedicated to facilitating executive leadership potential using Vision-Focused Leadership, a methodology grounded in shared vision and built through collaboration.

The name 2130 Partners, and the company's core philosophy are derived from a Native American insight, that leaders are accountable in their decision-making for their impact on each of the next seven generations. Seven generations or 140 years from founding is the year 2130. Thus began 2130 Partners' commitment to working from a long term, vision-focused perspective in all of their work. The intended reach and impact of 2130 Partners' work has grown to be 25,000 miles, the world around, and seven generations.

In addition to their work in 2130 Partners, Suzanne & Dwight Frindt both serve as Chairs (facilitators) of multiple groups for Vistage International, Inc., a worldwide organization with over 14,000 executives who meet regularly in small group interactions and also participate in individual executive leadership coaching sessions. Both are ordained Inter-Faith ministers and continue to be long term Investor Activists with The Hunger Project.

Suzanne's clients and audiences view her as a unique fusion of passion and skill, with the ability to hear intention and commitment. She has led programs in such diverse environments as Abu Dhabi, where she was part of the Middle East and North Africa Businesswomen's Summit, Peru training indigenous women leaders, and most recently as a curriculum co-creator and instructor for "The World Academy for the Future of Women" at SIAS International University in China. Suzanne has an MBA from the University of California, Irvine.

Dwight has drawn on both his hands on leadership experience and his background in global non-profit work to develop the leadership philosophy at the heart of his work. In addition to over two decades in executive positions in mining, heavy construction, nuclear plant construction management, real estate acquisition and investment management, he has facilitated more than 1,000 days of leadership workshops and logged more than 13,000 hours of executive coaching. Dwight has an MBA from Harvard University.





## Praise for Accelerate: High Leverage Leadership For Today's World

*The Frindts show business leaders who work in environments of pressure, stress, and fear how to live a meaningful, authentic and joyful life. This book guides so many of us to go from success to significance and to bring those we care about on the same journey.*

**Rafael Pastor**  
Chairman of the Board & CEO  
Vistage International, Inc.

*The fundamental principles presented in this book provide real, practical access to the kind of collaboration that will be required to deal effectively and sustainably with the fear, resistance, and unrelenting change we all face in our daily work and lives. From creating a "Yonder Star" to call you forward, to confronting your own willingness to be 100% accountable for the quality of your interactions with others, the authors provide serious readers with deceptively simple access to meaningful transformation in your work and lives.*

**Dr. Tom Hill**  
Founder of Eagle Goal Coach and  
Co-author of Chicken Soup for the Entrepreneurial Soul

*Dwight and Suzanne Frindt have written a truly masterful book on leadership. This book and its' brilliant principles, clarity, accessibility, and deep wisdom are a reflection of their extensive experience and impeccable standards of excellence. But more importantly, "Accelerate – High Leverage Leadership for Today's World" is a complete match for the challenging times in which we live. Leaders today are facing problems and challenges that are complex beyond any previous era in history. Meeting those challenges takes extraordinary new ways of thinking and being that have been tested by the authors and made available to everyone in this absolutely stunning and brilliant book. For anyone who is truly up to something at this critical time in history—this book, Accelerate is a must read.*

**Lynne Twist**  
Author, *The Soul of Money*  
Co-founder, The Pachamama Alliance

*What a GREAT book you have written. Great language and messaging. I especially like the 'Yonder Star', your Operating Principles (great for Vistage groups AND facilitation of all sorts), mental file cabinet metaphor and the worksheets. You have done a great job of read-ability – and usability. I hope that you will find much success with the book in addition to your consulting and Vistage work. It is great to know strong thinkers and doers and be-ers.*

**Jeanette Shallop, Ph.D.**  
Best Practice Chair  
Vistage International, Inc.



*The book you are about to read is a remarkably simple, elegant and insightful approach to creating the possibility of consistently producing extraordinary results.*

**Steven H. Sunshine**  
**Member-Management Committee**  
**Of the International Law Firm**  
**Of Bryan Cave LLP**

*The two people I know who are most committed to their brothers and sisters on the planet are Dwight and Suzanne Frindt. The evidence of their impact and reach shows up in how they relate to friends, family and their efforts to provide opportunity for those in developing countries. Their continued selfless generosity has allowed so many people around the world to live a better life. I am one of those fortunate people. This book offers you an opportunity to share their ideas and commitments as I have.*

**Steven J. Sherwood**  
**CEO, CWS Capital Partners &**  
**Chairman of the Board, The Hunger Project**

*The real life applications, examples, and worksheets that Dwight and Suzanne have included at the end of this book enable and empower the reader to immediately put the Operating Principles into action. For example, as a Human Resources executive, I found the information contained in “Making a Role Change” or “Closing a Performance Gap” extremely insightful and very helpful.*

**Kristine Carter**  
**Vice President, Human Resources**  
**Kawasaki Motors Corporation, U.S.A.**

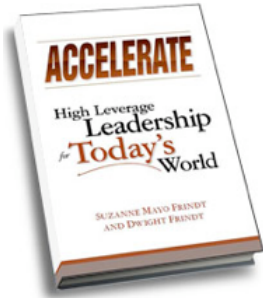
*Simple yet profound, provocative yet practical, Accelerate will take you and shake you and put you back into your life and work better able and ready to BE who you were put here to be—and DO what you are capable of doing. A must-read for anyone wanting to bring their life and work together in powerful ways that transform both! What a gift! Every word exudes the substance of Dwight and Suzanne’s decades of practical experience. Much more than a “how to” book, it’s a “what’s real” book!*

**John J. Scherer**  
**Author, Five Questions that Change Everything**  
**Founder, The Scherer Leadership Center**

*A must read for those who want to increase their effectiveness muscle in collaboration and problem solving in their professional and personal lives.*

**Linda M. Walker**  
**Parker Aerospace, Parker Hannifin Corporation,**  
**Human Resources Vice President (Retired)**





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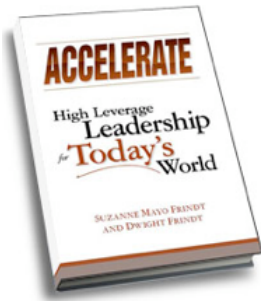
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Excerpt from  
**Accelerate:**

High Leverage Leadership  
for Today's World

## New Ways of Working Together

*As we go forward, those who lead will be the ones taking advantage of the creativity and productivity gains available by focusing on the human, collaborative dimension, while laggards will suffer in the face of unrelenting change.*

The extremely affordable and nearly instant access to vast amounts of information and ways of interacting with whole communities that are becoming available, combined with a productive attitude toward change and the new realities it brings, creates huge opportunities for you and your leadership. However, leading *effectively* will require a new mind-set to unleash potential and creativity and to capitalize on opportunities.

The challenges lie in strengthening your ability to choose the direction, form the goals, and then communicate and enroll others so that you build groups and organizations that can collectively navigate shifting realities. This means improving your ability to communicate, work together collaboratively, and lead others to do so as well. If you learn how to identify and utilize the navigational guides to traversing this uncharted territory, you will experience higher productivity, more rapid innovation, and greater organizational agility. Additionally, responsiveness to the needs of customers and other stakeholders in the organization and more rewarding relationships will become something you can rely upon.

The new array of technologies gives you ways to connect to information and to each other via machines, yet can lessen your need to connect on a personal basis. As a result of personal digital assistants (PDAs), voice mail, and Internet access around the globe, you can receive and transmit messages without ever hearing a live voice or seeing a live face. This constant dealing in cyberspace can easily result in social isolation, where interpersonal and collaborative skills are relegated to the sidelines or, even worse, begin to disappear.

Daniel Goleman, in his book *Social Intelligence*, talks about “creeping disconnection” that has produced a two-decade decline in social capital. In a survey of 4,830 people in the United States, he found that for many, the Internet has replaced television as the way free time is used. For every hour people spent using the Internet, their face-to-face contact with friends, co-workers, and family fell by twenty-four minutes. He further comments, “To the extent that technology absorbs people in a virtual reality, it deadens them to those who are actually nearby.”

This personal isolation, combined with the increasing rate of change and immediacy of deadlines, has exacerbated an already challenged workplace where people have difficulty working through often relatively simple situations with each other. An inordinate amount of productive time, payroll dollars, and opportunities are lost daily, monthly, and annually to the distraction caused by unresolved or nonproductive interactions.

In today's world, if a company saw the same kind of losses in a manufacturing or supply process, it would be forced to quickly shut down and retool or risk becoming another in the growing list of "has-been brands."

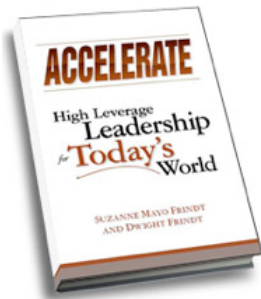
When asking our executive clients a simple question, "What time could you go home if everyone in the company simply came to work, did their jobs and went home?" the answer used to surprise us until it kept being repeated. On average, our clients say, "Between 10:30 and 11:00 a.m."

If so many executives perceive that they could go home before lunch (or get twice as much work done every day) if everyone just showed up, did their work, and went home, what's taking up so much of their time? Our clients tell us it is dealing with all the upsets, push-back, miscommunications, broken promises, failed intentions, and frustrations with their interactions. They feel that one of the most time-consuming parts of their job is managing distressed interactions—between their team members and with customers and vendors—so that the important work actually gets done, promises are kept, the organization's values are honored, and the business stays on its strategic course. While not necessarily new, the pace of unrelenting change and the constant media hype around economic and global uncertainties have exacerbated this issue. This whole mess of friction and waste that occurs in an organization's daily communications produces high levels of stress and its associated health risks and makes work incredibly inefficient.

Let's assume there's exaggeration at play here. Even if you will never be able to consistently leave by noon or double your effectiveness, it is entirely reasonable to gain at least two hours of your time every day through minimizing dealing with distress in yourself and your team members. That's nearly five hundred extra hours a year that can be devoted to creative thinking, visioning, and strategizing rather than on repairing, to say nothing at this point about the increase in morale and well-being. That amounts to substantial savings—and the same can be said for everyone throughout the organization. It's clear that a dramatic increase in a team's productivity is available through getting much, much better at communicating and working collaboratively. Just as lean manufacturing and supply chain compression have increased competitiveness and lowered cost by eliminating waste in processes, leaders and leading firms will be taking advantage of these human dimension gains in productivity and laggards will suffer as we go forward in these unprecedented times.

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## Interview Questions & Answers

### Question 1

**ACCELERATE: High Leverage Leadership for Today's World. Can you tell us a little bit about that?**

In writing this book, and in selecting a title we are positioning it as a business book, a leadership manual. We focused on leadership and the requirement for a new way of working together in our world that has an accelerated pace of change with a lot of ambiguity. Yet these concepts and the value that is offered are also valuable in people's personal lives. In our Productive Interaction courses participants will practice their new capacities in their personal relationships. Our thought about why they start there is because that is where they have a huge amount of commitment and the most pain. Our insightful clients realize and understand that when people build these capacities in their personal lives they also bring these new capacities to the work place.

### Question 2

**What prompted the book?**

From our 20+ years of working with clients and in client companies we noticed that despite all of the business strategies and tactics they implemented to create more productivity: reorganization, reengineering, new technology, IT platform, new equipment, or remodeling offices - a consistent missing dimension was increasing productive capacity in the human dimension. Clients would consistently ask us questions like:

- How can I create real change?
- How do I get the people that work for me to work on important stuff?
- How can I develop leadership around me?
- How do I get my employees aligned?
- How do I reduce friction and waste?
- How do I cut down the drama?
- How do I get them my employees to talk to each other?
- How can we reduce silos and intra-company competitiveness?

### Question 3

**And then you asked your clients a question?**

Yes, we began asking our clients, "What time could you leave work if everyone in your organization simply did their jobs and went home?" We were initially surprised by their answer until we kept hearing it over and over ... the average was "About 10:30-11 a.m." From these answers we knew there were significant productivity - not to mention quality of life - gains in helping people become much more productive in their interactions.

These questions contributed to our development of our courses and programs ... and most recently our book.



During the first half-dozen or so years of our work 2130 was hired almost exclusively for strategic planning. The planning sessions were wildly successful and were based on our methodology - Vision-Focused Leadership. The clients would create wonderful goals, idea and procedures for their next year of business. They were motivated and energized by the planning session and when asked if they needed help executing the plans, they felt they could handle it in house. What we found, time and time again when we came back for their next annual sessions is that they would not have gotten the work done to fulfill on the planning commitments they had made. None of the goals had been met! Basically, when they came back from the mountain of the planning session they went into the swamp of real life. They did not have any real skills about how to raise and resolve issues and got stuck in those issues.

They would either pull back on their goals or have all kinds of reasons they hadn't met them. They didn't know how to work together in the face of bold goals, didn't know about alignment, how to resolve upsets and drama around change, etc. We generated our subsequent work with groups and a large portion of our book took from the breakdowns that occur from planning to execution, and having real change occur. We expanded our Vision-Focused Leadership methodology to include how to face into the huge gap presented when declaring a bold goal that requires a significant departure from current reality. The Practical Applications in the back of our book include many of the processes and worksheets we have used with clients to create and renew alignment and have Productive Dialogues.

When coaching executives in one to one sessions, it seemed consistent that most of the issues the clients had were in the human dimension. They could not figure out how to raise and resolve issues productively, how to get their message across and really be heard or how to have people participate fully in a creative way around them. Some wanted to create a 'learning organization' yet were still clinging to an outdated 'command and control' leadership style. They often would share their frustration about a lack of real 'bench strength' and yet never thought to look at how their leadership style 'caused' people around them to play it safe and be 'agreeable' rather than promoting healthy discourse and real leadership development.

#### **Question 4**

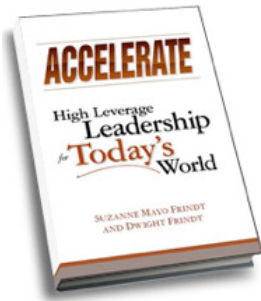
**Based on your courses, program and now your book, how can leaders deal with resistance to change?**

When participants would go back to the organization from their planning meeting they often have goals and initiatives that are at least - 'a stretch' and at best 'catalytic and game changing'. These initiatives often require changing something about the organization, its direction or processes.

Change is often seen as threatening or throws humans into all kinds of uncertainty and/or fear. Clients often struggle with how to deal with these issues, many of them failing to even recognize that it is a reaction to their individual and collective perception that somehow they will be negatively impacted by the change. The way many leaders communicate plans, and their level of inclusion in the planning and subsequent execution planning can either calm those fears or validate and escalate them. The prescription Dwight offers is to "read pages 32-46 and Practical Application #6 and call me in the morning!" This is training on speaking in the Productive Dialogue Zone - dealing with real issues - being direct and sensitive. When leaders become known for communicating in a transparent, inclusive and direct manner, they can create a productive environment of mutual trust respect and safety.

Over the years we have worked with our clients in a number of ways to shift their thinking, listening, and speaking, which impacts the actions others take. We have a set of 12 Operating Principles that are really key interventions into old habits and bankrupt paradigms and ways of being. They help generate the productive environment of mutual trust respect and safety we have been talking about here ... and they are all in the book!





## Speaking Topics/ Story Ideas

### **The Leadership Choice Point – Suzanne Mayo Frindt**

Introduces the overall paradigm of **Vision-Focused Leadership™** that guides 2130 Partners. This mental model shows how your thinking, listening, speaking, and actions—most importantly those that you employ to lead others—are focused and informed by a shared vision. This speech was first introduced at the 4th Annual Women's Symposium in China.

### **Accelerate Your Leadership!™ – Suzanne Mayo Frindt**

Our world is rapidly reshaping in many amazing ways. In this evolving new reality, successful leadership will have a very different nature than traditional approaches. What if you could: Upgrade your capacities for productive thought and interaction? Create Self-Generated Accountability? Turn friction and waste into real productivity gains? Leaders who have a commitment to productivity gains in the human dimension - for themselves and others will experience a paradigm shift in the way they view productive leadership *AND* gain practical applications of new ways of being to put in place immediately!

### **Accelerate Your Relationships!™ – Suzanne Mayo Frindt**

What if you could raise and resolve issues much more productively with less waste of emotional energy, or defense and upset? What if you could listen in a way that generated appreciation and partnership? What if you knew how to increase connection and intimacy just when it is needed in your relationships? While this material is applicable to all relationships, this workshop specifically emphasizes impact on personal relationships. Participants who are curious and ready to look at their own listening, ways of being and contribution to relationships will gain new insights and practical applications to increase the depth and effectiveness of their personal relationships.

### **Working together – Productive Interactions™ – Suzanne Mayo Frindt**

Take friction and waste out of conversations. Increase the ability to have difficult conversations and reduce the time and effort it takes to get things done through other people. People will solve problems together instead of pointing fingers. They will talk more freely, openly and creatively about issues, concerns and possible solutions. Individuals become accountable for their commitments, conversations and actions. Groups develop and implement real solutions faster. Individuals and teams have faster, more flexible and agile response times

### **Lean Conversations: Leadership Conversations for Productivity Breakthroughs – Dwight Frindt**

*"Lean Conversations"* are conversational structures and processes that use *less of everything*: less intellectual effort, less time devoted to non-value adding conversations, less emotional energy expended, and less time to produce outcomes desired by a team of people or the organization overall. They are designed to eliminate the *friction and waste* from your own interactions and throughout your organization that have resulted from unproductive, unexamined conversational patterns...



### **Leading a Meaningful Life – Dwight Frindt**

You have to step out into the world and be defeated a few times to test your resolve. Can you get back up, shake yourself off, and continue to pursue your vision or will you step to the side and only make gestures? Will you let your circumstances or situation determine your life and just complain about it? Perhaps you will just suffer in silence, hoping you can do better in your next lifetime? Do you know anyone like that? They didn't plan their lives to turn out that way! So what happened?

### **Being Heard in a Man's World – Dwight Frindt**

Outlines a simple process to follow to become most effective in your pursuits. Identifies a series of qualities for you to bring to your work to be successful, and addresses the requirements for men to be most supportive of a woman's passion and purpose. Be courageous, authentic, collaborative, compassionate, patient, and persistent. The joy is in the journey and the learning along the way. First delivered as the key note speech at the 4th Annual Women's Symposium in China with the theme "Women Making a World of Difference: Putting Your Passion and Purpose on the Path to Leadership"

### **Leadership: what Have Upsets Got To Do With It? – Dwight Frindt**

We have asked our executive leadership clients a simple question: "What time could you go home if everyone in the company simply came to work, did their jobs and went home?" The answer used to surprise us until it kept being repeated...





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