

What is the CEO's Most Underutilized Source of Competitive Advantage?

If you seek to raise your company's market valuation, achieve improved results from your business strategies and build a resonant working climate, your top leadership team must operate in a highly effective, interdependent way.

The harsh reality is that many top leadership teams are often not teams at all, but a loose collection of bright, energetic, strong-willed executives who report to the same person and work individually —sometimes at cross purposes. They are anything but a competitive advantage. The studies about the performance of top teams are alarming. Although 85 percent of a corporation's value is based on intangibles like management credibility and the ability to execute strategy, consider the following facts:

- Only 20 percent of CEOs rate their top teams "high-performing."
- Trust is an issue in over 65 percent of top teams.
- 80 percent of top team members think they have the skills to fulfill their roles, yet only 30 percent of their peers think they do.
- And when we've asked "How effective is the top leadership team today on a scale of 1 – 10 and how effective should it be?" on average, CEOs responded 6.2 and 9.6 respectively. Their direct reports responded 5.9 and 9.4 respectively.

These statistics are disturbing, because the need for executive-level collaboration and performance is higher than ever before. And increased collaboration can only occur when the top team simultaneously builds its capabilities around three critical dimensions of top team performance: creating clarity, building capabilities and increasing commitment.

We assist successful executives and top leadership teams in becoming their best and achieving extraordinary results. And since no two top teams are exactly alike or in the same stage of development, we start our process by assessing how the team is functioning from the perspective of the leader and team members. This proprietary assessment process is called **Top Team Check**. We then work with you to develop a customized approach to address the root causes of these dysfunctions with practical,

focused solutions to improve performance. And together we increase the effectiveness of the team by creating clarity, building capabilities and increasing commitment.

Whether the team is new, struggling, or simply desires to step up to the next level, our top team effectiveness services can help your top leadership team reach its full potential and become a competitive advantage that is impossible to duplicate.

For More Information

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