

RI's IMPACT PROJECT™ Approach

Experience the Impact



We created the RI IMPACT PROJECT™ approach to address a recurring client question – *“How can we strengthen the leadership fiber of our organization while addressing important business problems?”* IMPACT PROJECTS™ integrate RI's proven learning framework with our passion for helping clients achieve meaningful business

results. Our approach converts theory into practice and is steeped in the diverse experience of RI's principals from their service as West Point educated army officers to their work as sales and marketing executives, educators, and organizational effectiveness consultants.



When are IMPACT PROJECTS™ most effective?

1. When an organization recognizes that developing the leadership capacity of the organization is irrelevant unless the business performs.
2. When an organization has identified the need to strengthen its leadership capacity stemming from factors such as...
 - Impending loss of senior management talent
 - Recognition that a “boss-centric” culture is not sustainable
 - Poor employee engagement surveys results
3. When an organization has had limited success with its leadership development initiatives.
 - Tools and techniques provided at training venues provide a great emotional lift
 - The emotional lift and new methods are not influencing practice in a meaningful manner
 - The organization is finding it difficult to measure the ‘real’ effectiveness of the initiatives

What are the objectives of an IMPACT PROJECT™?

1. Achieve tangible bottom-line business impacts in the short and long term.
2. Strengthen the leadership capacity of those involved.
3. Build momentum and serve as a catalyst for broader results and capacity building.

What are the primary components of an IMPACT PROJECT™?

1. A team (usually cross-functional) is formed and asked to achieve a specific and measurable performance goal in a negotiated time frame.
2. Over the course of the project the team is taken through RI's *Core Leadership Program™* where they learn and experience how to improve the teams leadership capacity.
3. As the team collaborates to achieve the performance goal they work to put the theory and experience learned as part of the RI *Core Leadership Program™* into practice.

About Relationship Impact

Relationship Impact is a management-consulting firm that strengthens organizational leadership capacity while helping clients achieve tangible business results. The RI approach converts theory into practice and is steeped in the diverse experience of RI's principals from their service as West Point educated army officers to their work as sales and marketing executives, educators, and organizational effectiveness consultants.

Please contact us at www.relationship-impact.com for further information.



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