



LEAD DIFFERENTLY.

LIVE DIFFERENTLY.

MAKE A DIFFERENCE.



The One Thing

Keeping You From Your Goals

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*To spread your vision,
experience consistent
success, and realize your
business goals, culture
must work for you, not
against you.*

Senior leaders face difficult questions every day. Many wonder:

- How do we help the rest of our team catch the vision we can see for our organization?
- Why aren't all of our initiatives succeeding?
- What is keeping us from realizing the full extent of our business goals?

Working with world-class leaders across all sectors, we see one answer emerge for each of these questions: **culture**.

Culture is “how we do things around here,” the real story behind any pretense.

Organizations with weak cultures have high turnover, dissatisfied customers, and a hard time implementing new initiatives.

Organizations with strong cultures have engaged employees, delighted customers, and are aligned on new initiatives.

To spread your vision, experience consistent success, and realize your business goals, culture must work for you, not against you.

Everything happens in the context of culture.

If your plans, programs, or people aren't succeeding as expected, consider asking: Does culture stand between us and our next breakthrough?

LEAD



Unlocking Your Next Breakthrough

When great business strategies are implemented in uncooperative cultures, their impact is diminished. **So how do you create a culture that accelerates your success? The answer is in your talent and teaming strategies.** By simply collaborating with your people and partnering with experienced advisors, you can create a culture that works for you.

Third River Partners exists to help organizations build the culture they desire to achieve their goals. We help you lead differently, live differently, and make a difference.

And you will see a difference. We often hear, **“I’ve been in this business for 35 years** and been through every skill training and quality improvement program **and I’ve never experienced positive change like this.** I’m a better contributor and a better person for it.”

When people co-create a culture they love, results follow.

Organizations we work with see:

Improved customer experience, which leads to **increased revenue.**

Improved employee engagement, which leads to **lower turnover** and **decreased costs.**

Improved **quality, productivity,** and **safety metrics.**

Improved **employee adoption** of new processes.

DIFFERENTLY.



Shared Success Through Serving Leadership

Attempting to reach positive results using a command-and-control leadership approach tends to distance rather than inspire employees. So how can you lead a healthy culture and challenge the status quo? It begins with building strong teams that know how to share leadership and evolve culture. We call this Serving Leadership.

Third River's Culture Building Process



1 Identify your strategic needs and greater goals



2 Co-create a customized culture-building process



3 Map out a journey using unique Third River frameworks



4 Build communities of practice at all levels of leadership



5 Facilitate learning groups starting at the senior level



6 Empower internal facilitators to advance sustained change



7 Review progress, realign, renew effort, and capitalize on success

LIVE

There's no One-size-fits-all Solution to

Culture Evolution

Your Unique Solution

Your particular strengths and challenges require a unique solution. This is why our process is custom-built for each organization we work with.

YOUR

Vision, Voice,
Values

+

THIRD RIVER'S

Serving Leader
Experience

=

YOUR

Transforming Culture
Strategic Results

Align Around Greater Goals



Build Personal Readiness



Build Team Readiness



Execute Change



Your Customized Journey

We will help you design the pathway according to the approach you choose.

Align around your greater goals.

Commit to your greater goal, construct shared goals, cascade greater goal coaching, reinforce alignment, build on success

Build personal readiness.

Run to great purpose, upend the pyramid, build on strengths, raise the bar, blaze the trail

Build team readiness.

Powering up, committing & recommitting, dealing with drama, learning to innovate & improve, teaming with teams, team-based leadership

Execute change.

Focus on what matters most, engage & empower self and others, execute with excellence, multiply success, lead the way

DIFFERENTLY.

Active Learning

Designed for Impact

TRADITIONAL L&D INITIATIVES

- ✗ Mixed, short-term results
- ✗ Top-down communication
- ✗ Information overload
- ✗ Out-of-the-box content
- ✗ Passive participation
- ✗ Behavior modification
- ✗ Fragmented adoption across teams

THIRD RIVER PARTNERSHIPS

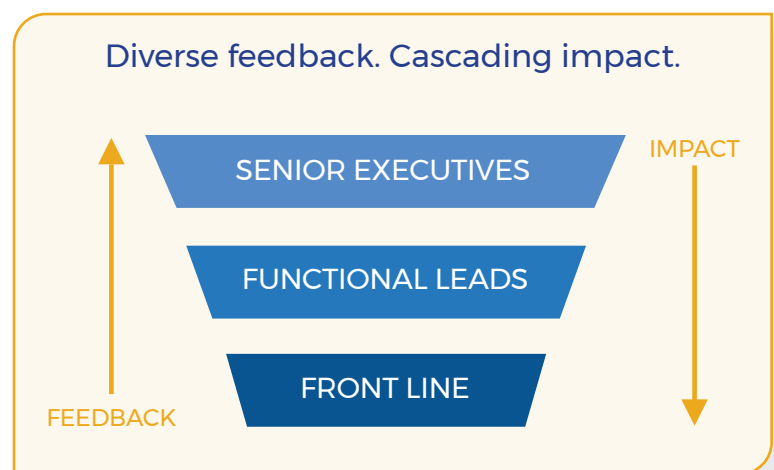
- ✓ High quality, lasting results
- ✓ Inclusive dialogue
- ✓ Transformation experienced
- ✓ Customized content
- ✓ Active learning
- ✓ Changed lives
- ✓ Teams aligned at every level

Most learning & development initiatives focus on giving individuals information, leading to mixed results. Partnerships with Third River focus on creating communities of practice, producing lasting results.

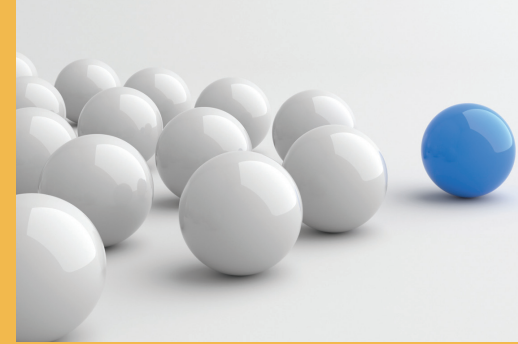
Diversity, Equity, and Inclusion

Powerful synergy can be found in diversity. Reaching that goal requires an equitable approach where change is co-authored rather than commanded.

To amplify every voice in your organization, we'll help you build with diverse voices. Then we'll equip your leadership with what it takes to align every level of the organization in service of shared aims and your greater goals.



MAKE A DIFFERENCE



Transformed Clients

Third River implements Serving Leadership experiences across all sectors, markets, and industries, from world-renowned healthcare organizations and government agencies to Fortune 500 companies and more.

Healthcare case study

- 2,400 successful site implementations in 18 months
- Accelerated roll-out of \$100 million initiative
- 280% improvement in front line employee engagement

Government case study

- Customized for 5 levels of leadership from national-level leaders to first-line supervisors
- Enabled ongoing, scalable independent delivery
- Received highest possible quality and effectiveness ratings

Self-assessment

Building the culture to achieve your greater goals is no small task. It will require input from all levels of your organization. But transformation begins at the top.

1. How are you creating a clear, memorable, and compelling vision?
2. How are you testing your vision against reality?
3. How are you routinely learning from results?

**Are you ready to lead differently,
live differently, and make a difference?**

CONTACT US:

info@3rd-river.com | 866-737-8268 | 3rd-river.com

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THIRD RIVER PARTNERS

3rd-river.com

866-737-8268

info@3rd-river.com

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*One of the most powerful
forces on earth is an
organization fully aligned
— person by person,
team by team — to achieve
shared success.*

Ken Jennings, PhD
CEO & Co-Founder
Third River Partners

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