



EXECUTION: BUILDING A CULTURE OF  
ACCOUNTABILITY AND PERFORMANCE  
with John Lankford  
\$475 (US) per person

VIRTUAL SESSION (3-HOUR)

## EXECUTION: BUILDING A CULTURE OF ACCOUNTABILITY AND PERFORMANCE

Careers are formed by a reputation of delivering results. Delivering consistent results is a known key ingredient to getting promoted in business, yet we have researched why so many middle and senior leaders do not understand the power of personal and organizational accountability. Team performance starts with individual manager accountability, but why do so many leaders fail to be accountable role models? Goals that are initiated but never get accomplished creates a relentless cycle of hope and disappointment for CEOs, their customers and their people. No one wants to be the one who drops the proverbial ball, yet in spite of best intentions, fumbling is a way of life in most businesses. The reasons why are understandable. Doing business in the 21st century seems to become complex and complicated nearly every day. But customers don't care about your company's chaos; they're only interested in your business delivering on its promises. In fact, few factors will differentiate your company, for better or worse, than how faithfully it does what it says it will do. Many executives are searching for the holy grail that will transform their people's efforts into desired results and ensure commitments are kept. Most organizations have even implemented some type of solution to this end. Unfortunately, more than 90% of companies we are introduced to fail to use their solution effectively. The reasons for this are many, but in the end the root cause is always the same: the company has failed to make accountability and performance cultural norms. A true culture of accountability and performance allows executives to worry less and simply trust their management team to run the business. It clarifies expectations at every level of the organization and ensures that efforts or intentions are not confused with outcomes. If missed opportunity, failure to execute consistently, and broken promises are hurting your business, this session will significantly help. Imagine having an entire management team that demonstrates personal accountability and desired performance every day. You will replace the word busy with the word focused.

# JOHN LANKFORD

---

Four-time winner of the Business Advisor of the Year in North America, John D. Lankford is passionate about development, performance and results. An expert in executive coaching and developing leadership talent. As a certified Executive Coach and 4 Time Business Coach of the Year, John loves to coach and develop leaders. His impressive leadership background is unique, boasting 23 years of corporate and 12 years of entrepreneurial experience. John has facilitated more than two dozen mergers and acquisitions, as well as launching three businesses and ultimately selling two.

His process provides laser focus on the execution of "the plan." His leadership experience covers every level of management from front line supervisor to becoming the former CEO of the Innisbrook Leadership Institute. His leadership track record includes leadership positions at the Executive Education team at Ford Motor Company, Oakwood Healthcare, Comcast University and the St John Healthcare system.

Mr. Lankford's work in designing a company-wide system to develop the next generation of executives was recognized as "the most comprehensive approach to coaching and developing leaders we have ever seen in corporate America" by the Program Director at the Center for Creative Leadership. He has implemented executive education and leadership programs with GE, the University of Michigan Business School and the Center for Creative Leadership.

He has earned a nationwide reputation for developing current and future leaders. John has been tapped as an expert business source by prominent media such as The New York Times, CBS, and dBusiness Magazine, in addition having written a syndicated business column.

# TOPICS COVERED

---

## PERFORMANCE CLARITY

REDUCE YOUR TEAM'S TURNOVER- WITH TIMELY COACHING AND FEEDBACK  
LINKING YOUR COACHING AND FEEDBACK TO ACCOMPLISHING YOUR TEAM'S GOALS  
THE ROLE OF COACHING AND FEEDBACK WITH YOUR TOP-PERFORMERS

## MASTERING THE ART AND SCIENCE OF COACHING AND FEEDBACK

THE IMPACT ON YOUR COACHING AND FEEDBACK ON YOUR TEAM'S MORALE  
HOW TO TARGET YOUR COACHING AND FEEDBACK FOR MILLENNIALS

## WHAT GREAT LEADERS DO DIFFERENTLY

PROVIDING CUSTOM COACHING AND FEEDBACK FOR EACH OF YOUR TEAM MEMBERS  
FEW MANAGERS () HAVE THE TOTAL PACKAGE  
TRIPLE YOUR CHANCES OF GETTING PROMOTED

## THE BEHAVIORS OF GREAT LEADERS

LINKING COACHING AND FEEDBACK TO YOUR COMPANY'S ACCOUNTABILITY SYSTEM  
HOW TO LINK COACHING AND FEEDBACK TO STAFF MEMBERS PERFORMANCE  
CONNECTING YOUR COACHING TO MANAGING UP- TO YOUR MANAGER

## ALIGNING YOUR PERSONAL GROWTH & DEVELOPMENT TO YOUR CAREER GOALS

LEARN STRATEGIC SKILLS AND STEPS TO APPLY YOUR COACHING TO MILLENNIALS  
DESIGN YOUR PERSONAL INDIVIDUAL PLAN IN THIS WORKSHOP- TO GROW AS A MANAGER  
TARGET YOUR PERFORMANCE COACHING DEVELOPMENT- TOWARD YOUR NEXT PROMOTION

## READING THE CORRECT STYLE OF COACHING FOR EACH TEAM MEMBER

LINKING COACHING TO DELIVERING RESULTS FOR YOUR TEAM-DELEGATION  
REDUCE THE AMOUNT OF TIME YOU SPEND FOLLOWING UP ON ASSIGNMENTS WITH STAFF

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -  
Phone: Email: Website: <https://ims-online.com/leadership-development//>