

WORLDCLASS

Leadership



BENCHMARK COMMUNICATIONS, INC.



CONTENTS

Co-creating Conversations®	3
Changing How Leaders Lead.....	4
Partnering for Success	5
Creating WE Leadership Initiatives, Programs, Consulting & Services	6



Co-creating Conversations

Benchmark Communications, Inc.

www.creatingwe.com

www.creatingweinstitute.com

212 307 4386

2011 Co-creating Conversations®

We don't usually remember what people said, or what they did, but we do remember how they make us feel.

-Maya Angelou

We are experiencing unprecedented changes in the world. Businesses and our global communities are more challenged than ever before. It feels like there has been a sudden and profound interruption in business continuity. We call this **The Edge**.

At the edge—our moments of greatest challenge—we often feel like we are losing control, and are unable to see a clear path to success. It's a crossroad we arrive at when we are faced with decisions too difficult to make alone, when our resources are few, and our old approaches no longer produce results that yield success. Our energy feels depleted,

we discover pockets of insecurity, and we let others in. At the edge, we can turn away from others and try to handle the challenges from our own vantage point, or we can turn to others for help.

In responding to this challenge, **I-Centric** leadership is inadequate. I-Centric leadership suggests that a



Vital Listening

leader should have the answers and direct and guide the organization to solutions.

I-Centric leaders expect solutions to come from the top of the organization and be given to the employees for implementation.

WE-Centric leadership says that a leader doesn't have all the answers, and therefore needs to learn how to involve and engage the entire organization in successfully coming up with the strategies for success. We call this new inclusive approach **WE-Centric Leadership**.

More than ever before, we need to understand how to Create WE. A central premise behind Creating WE is that an organization's ability to get to its next level of greatness is determined by the climate of the culture,

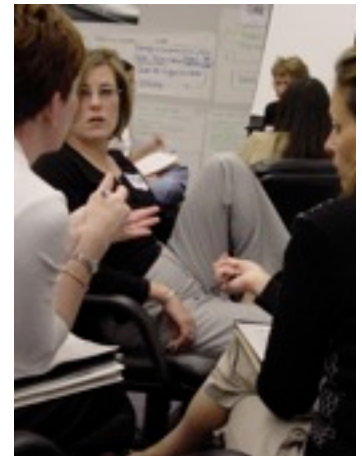
which is determined by the quality of the relationships. The quality of relationships are determined by the quality of conversations.

Everything happens through conversation!

Conversations

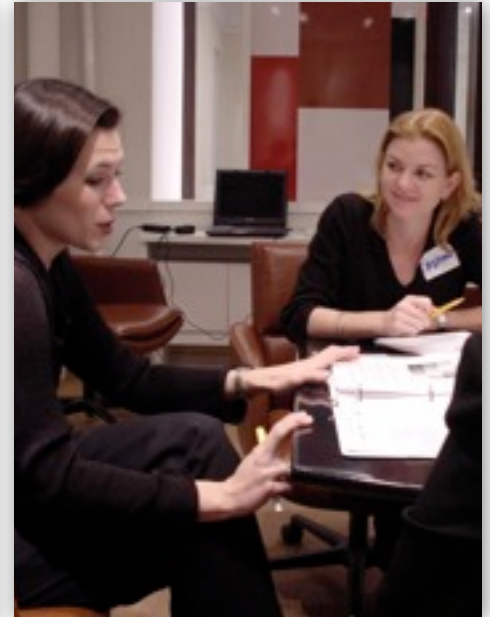
We work with clients in shaping conversational environments that transform difficult challenges and uncomfortable conversations into platforms for business growth and success.

We teach leaders the art and science of Co-creating Conversations; where they learn to *set the context for mutual success, and step into their leadership challenges together. The result:* transformational breakthroughs and extraordinary success.



Co-creating Conversations

Changing the World By Changing How Leaders Lead



Regardless of the business environment, our powerful engagement technologies provide executives with the resources to successfully architect strategic transformations during their most challenging times.

The Changing Face of Leadership

The world of work, and the face of leadership are radically changing - from I-Centric to WE-Centric.

Forward thinking, successful leaders are paying attention to the importance of diversity, inclusion, culture and environment as a way to address their biggest leadership challenges.

Today it's critical that CEOs create environments that leverage the strengths and skills of the whole organization, making use of the unique contributions of both men and women in a global economy to shape the workplace and the future.

Benchmark Communications, Inc. is an international group of consultants, practitioners, leaders and critical-thinkers with multi-disciplinary expertise who focus on harvesting new forms of engagement and innovation in the workplace.

Our work is based on over 25 years of research and successful client engagements, with demonstrated impact on business results and sustainability.

WE-Centric Leadership

Our consulting approach involves benchmarking and researching best practices internally and externally.

Then we design pioneering state-of-the-art leadership summits, programs and initiatives, focusing on inclusion, leadership, culture, and performance to address the current challenges. We specialize in programs that develop authentic leadership from the inside out, including groundbreaking work in the areas of culture change, gender intelligence, neuroscience of leadership, communications and psychology. Our high-level consultants and practitioners artfully bring the best out of organizations, individuals, and teams, to produce extraordinary results in business success.

Partnering & Aligning for Success



One of the biggest challenges leaders face today is how to engage the organization toward common goals.

Partnering

We partner with our clients to uncover their current challenges and aspirations for the future and help them define, and achieve new benchmarks for success:

• Discover

This phase enables us to collect quantitative and qualitative data, perspectives, aspirations and outcomes with clarity and synthesize them in a cogent story so everyone is aligned on how to move forward.

• Design

This phase enables us to harness insights and create transformational

vehicles for elevating the organization, teams and leaders to a higher level of capability. These vehicles could be, but not limited to, workshops, summits, leadership programs, performance management programs, all designed to address the current aspirations and outcomes.

• Deliver

In this phase we work with our clients to architect a Journey Process - a process for full engagement toward the desired results. This Process ensures that we do more than create 'another program' or flavor of the month. Our goal is to ensure that we

are delivering against desired outcomes.

• DNA - Sustainability

In this phase we step back and reassess our work and measure results. We create a **Dashboard** from which our clients and employees can measure progress and see what actions achieve success.

We support this process with **Executive Coaching** for key leadership driving the results. This is more than a program - the goal is to shape the DNA of the culture, and influences how the organization partners for sustainable success.

2010 CREATING WE LEADERSHIP INITIATIVES



DNA of Leadership

How to understand and shape the Organization's DNA to strengthen the ability to achieve it's goals.

Leadership Development

How to expand leadership capabilities - elevating leadership IQ across the organization.

Partnering for Success

How to develop the DNA for collaborating and partnering across teams, divisions, and departments.

Co-creating Conversations®

How to develop powerful communication practices of influence to drive organizational growth.

Alignment & Realignment

How to define success at all levels, and elevate performance across the organization.

Coaching Culture

How to create a coaching culture that thrives on the practices of giving and receiving feedback.

Benchmark Communications, Inc.

Since 1980, Benchmark Communications, Inc. has been recognized as a leading-edge, and pioneering executive coaching and transformational consulting firm.

We've earned our reputation by introducing innovative WE-Centric technologies to clients interested in focusing on leadership, culture and brand to create sustainable and expanded business results.

Benchmark offers new and fresh approaches to bring the best out of individuals, teams and organizations. Our practitioners bring the newest insights from neuroscience and psychology to each engagement.

Our work is based on the premise that WE are all connected, and when we honor our diversity and create inclusive environments that foster mutual support, organic growth and transformation are the result.

Each engagement with our clients has the ability to guide the organization towards new ways of working together in harmony to achieve audacious goals.

Co-Creating Conversations®

Through the spirit of collaboration and co-creation, the roadmaps emerge to guide the way colleagues work together and the way people interact, creating an ongoing capacity for achieving and sustaining extraordinary business results. Our work is based on the art and science of Co-creating Conversations and Creating WE.

Neuroscience of WE™

Our work is also anchored in the Neuroscience of WE, the art, science and practice of building partnerships that strengthen an organization's capacity to anticipate and heighten the achievement of positive outcomes and mutual success. People learn to ask bold provocative questions and discover new courses of action to achieve extraordinary results.

DNA Assessment™



Every culture has it's own DNA yet it is often invisible. Benchmark's unique and innovative DNA Assessment™, is a pioneering tool and consulting process like no other in the industry. With the DNA Assessment leaders, teams and organizations gain the

ability to scan their culture and learn how to interpret the results. Leaders can have a hand at shaping their environments to be highly innovative, productive and generative.

Forte Assessment

With the Forte Assessment leaders, teams and organizations learn how to communicate to build adaptability and resiliency into their organizational DNA.

Award Winning Books



Judith E. Glaser, CEO
 Benchmark Communications, Inc.
 Chairman: Creating We Institute
 917-864 8466 Cell
 212 307 4386 New York
jeglaser@creatingwe.com
www.creatingwe.com



Name: _____
Company: _____
Phone: _____ Email: _____

Please Indicate Areas of Interest

DNA of Leadership Newsletter

Monthly e-newsletter full of ideas for Creating WE-centric workplaces. Brings you new insights and ideas from neurosciences, psychology, linguistics, and Executive Coaching.

Executive & Organizational Coaching

Executive Coaching for senior executives - equip leaders and next generation leaders in handling the challenges of a rapidly changing world.

DNA Assessment Tools & WE-Centric Consulting

Use our pioneering DNA Assessment tools for gaining new insights for aligning culture, leadership, brand all with a direct line of sight to the customer. insights into highly transformational initiatives for driving business results.



Forte Assessment Suite

Build Adaptability and Resiliency into your organization's DNA



Transformational Summits & Workshops

Engage your organization in highly interactive, engaging experiences that help shape the future DNA of the organization.

WE-centric Change Toolkits

Use our Change Toolkits to create collaboration, innovation, and engagement at all levels of the organization.

Certifications

Teach your leaders to "speak the new language of Leadership" to motivate, inspire, engage, and sustain success in your organization.

Creating WE Institute

Partner with us on pioneering research and development projects.



The Leadership Secret of Gregory Goose

DVD, Workshop Facilitators Guide, and PPTS - easy to use, highly interactive and engaging Leadership Program.

