

Leader Development



A NEW, PROVEN WAY to Reliably Activate Leaders.

THE PATH TO BUILDING BETTER LEADERS IS FINALLY HERE.

From 25 years of research on exactly what the world's best leaders and teams do differently comes an inarguable fact: building better engagement and performance starts with the team leader.

The mandate for development is clear: create outstanding team leaders and you will create outstanding teams.

The challenge all companies constantly face, though, is how — how do you know what your leaders are doing, and how can you measure whether it's making a difference? How do you support them in ways that are relevant to the work they do and ignite acceleration without getting in the way? How do you reliably help your leaders get more from their people, and how do you know they are doing it right?

Those questions are so complex they've been largely unanswered by even the most modern companies.

Until now.

WELCOME TO STANDOUT: LEADER DEVELOPMENT.

StandOut is the cutting-edge Talent Activation solution based on 25 years of research from Marcus Buckingham,

one of the world's foremost researchers on what the world's best leaders do differently.

StandOut: Leader Development is the pathway of StandOut that focuses on developing your team leaders and arming them with the support they need to consistently get the best work out of themselves and their people.

LET YOUR PEOPLE EASILY CREATE PERSONAL — AND PROVEN — PATHS TO GROWTH.

Based on proprietary **strengths** research and leadership development methods designed by Marcus Buckingham, StandOut: Leader Development helps discover the true individual strengths of each of your team leaders, helps leaders see and support the strengths of each team member, and delivers highly personalized coaching for developing what matters most in each person.

By giving your team leaders what they personally need most to succeed individually and within their teams, StandOut effectively unlocks the most proven path for every team to become your best team.

PERSONALIZED GUIDANCE AT SCALE, BUILT IN.

StandOut: Leader Development is delivered via digital coaching content or direct access to highly trained and certified global development experts by phone or in person, giving individual team leaders unmatched quality, and choice, of in-the-moment development based on how they learn best.

Coaching Is the New Learning.

- The traditional “Education” most companies think will develop their leaders just isn’t effective. Education is inherently not contextual or personalized. It puts information onto the screen or whiteboard and asks leaders to understand, interpret, internalize and then apply — on their own.
- **If education isn’t based on the real-world context of the person or personalized to guide them to new behaviors, then it’s not effective.**
- **That’s why StandOut embeds coaching and makes it easy to access – because coaching is the new learning.**

PUT CONTROL OF DEVELOPMENT WHERE RESEARCH PROVES IT MATTERS MOST: THE TEAM LEADER.

StandOut reverse engineers what the best team leaders do and reliably measures success.

With StandOut: Leader Development, leaders and teams finally get a simple, unified solution to see deeper into their unique strengths and how they can be used to create their

best work possible. Smart team insights, paired with easy access to personalized guidance, help teams and leaders consistently focus on doing more of their best work.

StandOut: Leader Development uses what research proves are the most impactful areas for leaders and teams to focus on:



- **KNOW** StandOut helps team leaders easily identify, map, and deep dive into the uniqueness of the individuals on their teams and the strengths that are delivering results.



- **FOCUS** StandOut brings leaders the most critical element of driving productive behaviors – regular, quick, individualized moments of focus on what needs attention, when it needs attention.



- **ENGAGE** StandOut delivers a proprietary, proven method to engage leaders and teams toward breakthrough levels of growth and productivity.

Personalized Guidance Built In StandOut delivers personalized coaching based on what the world’s best leaders do, seamlessly integrated into the real work your leaders are already doing. Add additional insight any time with extra coaching to accelerate action.

StandOut is a new breed of Talent solution designed to activate the hidden potential of your workforce. It’s not a mystery any more — welcome to the future of performance, today.

Contact us to learn more about StandOut and see how you can activate talent at every level of your organization.
Call 323.302.9801 or email info@tmbc.com