LEADERSHIP CONTRACT INC.

DRIVE INDUSTRY-LEADING PERFORMANCE THROUGH ACCOUNTABILITY

We are Leadership Contract Inc., and we help organizations build accountable leaders committed to driving strategy, culture, and change. We provide an integrated set of solutions that:

- **Inspire** leaders through our bestselling books and compelling keynotes.
- **Develop** leaders to strengthen individual, team, and shared accountability through our courses.
- **Coach** leaders and teams to elevate performance.
- **Advise** through leadership culture diagnostics and strategic leadership development.

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Leaders today navigate a complex set of strategic challenges

C-Suite leaders face multiple critical business challenges, from transforming the organization's business model to driving accelerated growth and dealing with changing customer expectations.

Our research reveals that senior executives identify an average of 3.2 strategic challenges. These challenges are not one but many, all at once, increasing the pressure, complexity, and risks that leaders in organizations face today.

LCI research reveals the top strategic challenges that leaders face

3.20

Average number of strategic challenges.

- Transforming the organization's business model (31.7%)
- Driving accelerated growth (29.4%)
- Changing customer expectations (26.6%)
- Increased competition (24.6%)
- Shift to hybrid work (24.0%)
- Talent challenges (22.6%)
- Managing CEO Transition (20.3%)
- International expansion (20.0%)

The bottom-line is that leaders need to be at their best, but many struggle with chronic leadership problems that hold everyone back:

- A lack of strategic clarity
- Leader misalignment
- Siloed-Thinking
- Weak accountability
- Poor collaboration
- Resistance to change
- Communication bottlenecks
- Failure to invest in their development

Are your leaders struggling with these chronic problems? LCI can help.

Leading strategic shifts requires leadership accountability

Many organizations are leading strategic shifts in response to their challenges. They recognize that they need their leaders to be stronger than ever and that they need to build a stronger leadership culture.

Our Research Reveals a Confidence Gap

- **88.7%** of senior leaders say a strong leadership culture is vital for their company's future.
- **83.6%** know they need to transform their leadership culture to effectively navigate strategic shifts.
- Yet only **49.5%** are confident their leaders can deliver on this transformation.

Leadership accountability is critical to success

Our research over the past decade has consistently found that leadership accountability is not only the fastest way to help leaders step up but also critical to driving industry-leading performance

- **70%** of senior leaders identify leadership accountability as crucial to their success.
- Only **15%** are satisfied with the accountability demonstrated by their leaders.

This gap reveals a major obstacle: leaders know what they need to do but aren't taking the necessary steps to inspire, unify, and drive accountability across their teams.

70% of senior leaders identify leadership accountability as crucial

15% of senior leaders are extremely satisfied with the accountability demonstrated by their leaders

Is there a confidence gap in your organization?

Look around your organization right now. Are your leaders actively setting the tone of accountability, inspiring their teams, and working with a united, company-wide mindset? Or are they stuck in silos, finger-pointing, and waiting for permission to act?

We help companies bridge the confidence gap.

At Leadership Contract Inc., we help organizations bridge the confidence gap. Our proven solutions ensure that leadership accountability is not just a buzzword but a tangible reality across all levels of leaders.

LEADERSHIP CONTRACT INC.

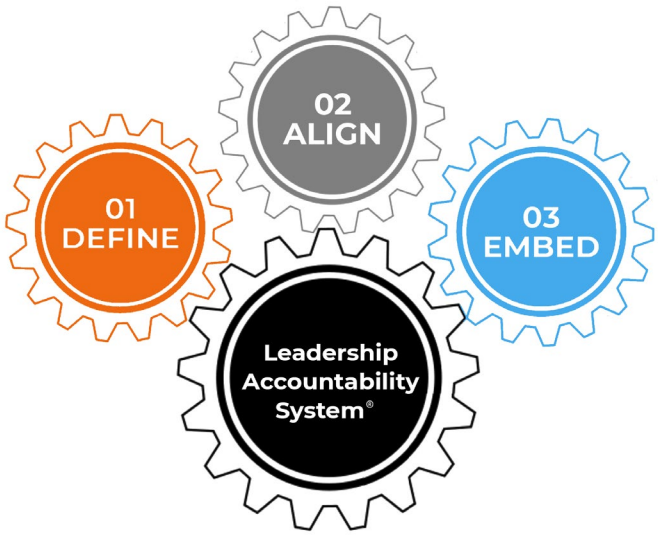
Our Methodology

The Leadership Accountability System™

Over the last two decades, our team has worked with organizations around the world to help them drive strong leadership accountability and equip leaders to navigate complex strategic challenges. Through this experience, we have developed our research-based, proprietary methodology, which is at the core of all our services.

Our Leadership Accountability System™ (LAS) is a research-backed approach that accelerates the ability of organizations to build accountable, high-performing leadership cultures. The system operates through three interconnected gears:

- **01 DEFINE.** Regardless of our specific service, we always tailor our work to your specific business context, strategy, and leadership expectations.
- **02 ALIGN.** We leverage our curriculum of courses implemented as standalone learning experiences or custom programs to ensure leaders develop the mindset, behaviors, and routines needed to help your organization navigate complex strategic shifts.
- **03 EMBED.** We also support your ability to drive lasting change and sustainability by helping leaders embed the transfer of learning in their leadership.



> The Leadership Accountability System was a game-changer for our company. It was the perfect foundation for our internal leadership development program and drove strong accountability among all our leaders.

- Steve Mai
Chief Growth Officer
Industry X - Accenture

Our Solutions

We apply the LAS in all our core solutions, which are focused on helping organizations develop accountable leaders at all levels who drive strategy, culture, and change. We support the success of leaders and their organizations:

Inspire

Books

Actionable insights that help leaders set the tone of accountability.

Speaking

Compelling keynotes that inspire new thinking and action.

Develop

Courses

Award-winning courses focused on helping leaders develop the mindset, behaviors and routines to drive individual, team, and shared accountability. Our courses work because they are relevant to your business context, practical, and facilitate the transfer of learning back on the job.

Coach

Executive & Team Coaching

Individual, team, and scalable coaching that helps leaders shift their mindset, develop accountable behaviors, and embed routines for sustained change.

Advise

Strategic Leadership Development

Custom programs and off-sites that drives measurable improvement in behaviors and culture.

Diagnostic Surveys

Our Leadership Culture Diagnostic Survey™ measures the state of leadership accountability and culture across your organization.

Inspire

Interactive Keynote Presentations Based on Our Best-Selling Books

Dr. Vince Molinaro, founder and CEO of LCI, delivers powerful keynotes based on his books that inspire leaders to navigate today's business challenges with courage and resilience. His research-backed approach builds the mindset for leaders to set the tone of accountability and drive a strong leadership culture. The AAE Speakers Bureau ranks him among North America's top 20 business speakers. All keynotes are interactive and can be delivered in 45 – 90-minute sessions, in-person, virtually, or in hybrid formats.

Keynotes

The Leadership Contract®

This keynote helps leaders understand how to set the tone of accountability for the people they lead.

Accountable Leaders®

This keynote helps leaders understand how to scale leadership accountability within their teams and how they work with their peers across functions and departments.

Community of Leaders®

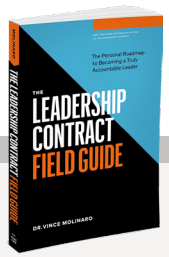
This keynote helps leaders understand their role in building a strong leadership culture across an organization.

Bestselling Books

The Leadership Contract

The Fine Print to Becoming an Accountable Leader

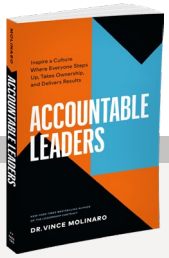
This New York Times bestseller provides a proven and practical approach that calls on all leaders to step up and set the tone of accountability in their organizations.



The Leadership Contract Field Guide

The Personal Roadmap to Becoming a Truly Accountable Leader

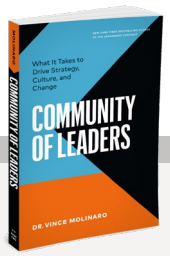
A companion to the New Times bestselling book, this field guide provides a practical blueprint for translating the four terms of The Leadership Contract so leaders can effectively set the tone of accountability.



Accountable Leaders

Inspire a Culture Where Everyone Steps Up, Takes Ownership, and Delivers Results

This book is a real-world guide to help CEOs, human resources leaders, and senior executives propel their business to industry-leading levels of performance by scaling leadership accountability.



Community of Leaders

What It Takes to Drive Strategy, Culture, and Change

Culture change is every leader's job, and this book breaks down why having a strong leadership culture is critical, how to build it in your organization, and how to sustain it for long term success.

LEADERSHIP CONTRACT INC.

Develop

Courses that help leaders at all levels become more accountable.

Our award-winning courses take the core concepts of our books and turn them into real-world learning programs that provide practical and measurable improvement in leader mindsets, behaviors and routines.

Measurable Impact

Our programs drive the following outcomes:

- 25%+ improvement in individual leadership accountability.
- 40%+ improvement in strengthening the leadership culture and how leaders work together to drive strategic priorities.

Flexible Delivery Options

We offer flexible implementation to accommodate the busy schedules of your managers and leaders: virtual, in-person, and hybrid delivery options.

LCI Certified Facilitators

All our courses are delivered by LCI-certified facilitators and coaches. We have a roster of some of the best leadership development practitioners who bring a wealth of experience to our learning programs.

Train-The-Trainer and Licensing

To help you scale the deployment of our programs, we also offer train-the-trainer options and licensing of our content.

> Our work with Leadership Contract Inc. has been invaluable. Our leadership groups had the opportunity to learn the principles that mattered most to our organization in a practical and easily applicable way. They built their leadership journeys anchored on the principles of The Leadership Contract.
>
> — **Michelle Sangster, Managing Director**, Accenture / CHRO, Eclipse Automation

COURSES

Our courses are designed to be delivered as a standalone experience or combined as an integrated curriculum to develop accountable leaders.

The Leadership Contract®

How Leaders Set the Tone of Accountability

In this signature course, leaders learn how to step up and set the tone of accountability by being more deliberate and effective in their roles.

Lead Accountable Teams™

How Leaders Drive Team Clarity, Commitment, and Belonging

In this course, leaders will learn key strategies to create clarity of expectations, commitment to drive results, and a sense of team unity and belonging.

Drive Shared Accountability™

How Leaders Work Across the Organization to Deliver Results

In this course, leaders learn how to work effectively with peers across the enterprise to break down silos, foster collaboration and drive shared priorities.

Community of Leaders®

How Leaders Create a Culture of Accountability

In this course, leaders learn to understand their role in building a strong culture and sense of community that drives strategy, change and transformation.

The Accountable Manager™

The Fundamentals of Front-Line Leadership

A foundational program designed specifically for new managers, equipping them with the essential mindset and skills needed to navigate their roles effectively and build accountability from the start.

Coach

Leadership Accountability Coaching for Individuals and Teams

We offer tailored executive coaching designed to build accountability at the individual, team, and organizational levels. Our approach, grounded in the **Leadership Accountability System™**, empowers leaders to align with your organization's strategic goals while navigating challenges with confidence.

Our coaching services focus on:

- **Individual Coaching**: Equipping leaders with the mindset, behaviors, and tools to embrace accountability in their roles.
- **Team Coaching:** Strengthening collaboration and shared responsibility to foster open communication and cohesive results.
- **Scalable Coaching:** Empowering leadership at scale, ensuring all leaders within your organization are equipped to drive accountability and high performance.

Led by our team of certified coaches, each program is customized to address your unique business needs, ensuring sustainable growth and measurable outcomes.

Whether through one-on-one coaching or team sessions, we help leaders cultivate the skills, confidence, and clarity required to lead effectively.

> We worked with LCI for individual and team coaching, and I see our executive team's individual and collective growth. The LCI team took the time to understand the team, our goals, and where we felt we had the greatest opportunity for growth.
>
> — **Kevin Weaver, M.Sc., President and CEO**
> Georgian College

The Highlights

- Tailored coaching for executives.
- Align coaching goals with organizational objectives.
- Scale accountability at a team and organizational level.
- Create a community of accountable leaders.

Our Coaches

- Certified by the **International Coaching Federation (ICF).**
- Certified in **our Leadership Accountability Methodology.**

Our Packages

- **Individual**: One on one coaching in 3-, 6-, or 12-month packages.
- **Teams**: Up to 15 team members per session with team packages tailored to your needs.
- **Scalable**: Based on organizational needs.

ICF Professional Coaches

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Advise

We provide advisory solutions that are customized to your needs. These include our solutions that deploy strategic leadership development and offsites, and our diagnostic assessments measuring your organization's leadership culture and accountability.

Strategic Leadership Development

LCI has extensive experience in creating meaningful custom strategic leadership development experiences for the following opportunities:

- **Extended Leadership Team**. When an organization is about to embark on a critical strategic shift the extended leadership team (executive team and their direct reports) needs to be aligned and committed to drive strategy, culture, and change.
- **High-Potential Leaders**. We can support the development of strategic leader populations like high-potential leaders by creating an integrated development experience.
- **Leadership/Executive Team Off-Sites**. Our team has significant experience in supporting CEOs and CHROs in designing and facilitation of executive team and senior leader off-sites and retreats.

HOW IT WORKS

In all our projects we leverage our Leadership Accountability System™ (LAS):

01 DEFINE leadership expectations across your C-Suite and leadership teams:

- We tailor our work to your business context, setting clear leadership expectations through a customized leadership contract™.

02 ALIGN leaders to a unified front by developing accountable mindsets, behaviors, and routines:

- Using our core curriculum design to help leaders instill the mindsets, behaviors, and routines of accountable leaders.

03 EMBED leadership accountability for lasting impact:

- We help build a lasting community of leaders to drive change and execute strategy. We also work with the HR team to develop a sustainment plan.

With LAS, you can unlock the full potential of your leadership culture and create lasting organizational impact.

Diagnostic Surveys

LCI's Leadership Culture Diagnostic™ (LCD) survey research-driven tool that evaluates the current state of leadership accountability and community within your organization.

HOW IT WORKS

- **Survey Administration**
  Leaders at various levels of your organization are invited to participate in a 20-question survey covering key aspects of accountability and community. The survey is customized to reflect your organizational culture and priorities.
- **Data Collection & Analysis**
  Responses are collected, anonymized, and analyzed to identify trends, gaps, and strengths in your leadership culture.
- **Comprehensive Reporting**
  A detailed report is generated, including key findings, visual insights (e.g., bar charts, radar charts), and benchmarking against industry standards. This report helps you see exactly where your leadership culture stands and what needs attention.
- **Action Planning & Consulting**
  We present the findings to your leadership team and provide customized recommendations for action. We help you prioritize changes and support your efforts to improve leadership practices.

Delivering High-Impact Leadership Programs

At LCI, we've cracked the code on delivering leadership programs that truly transform organizations. Our approach is built on five key components, each one crucial to driving lasting change and exceptional results.

Our Formula for Success

1) **Compelling Thought Leadership.** Our programs are rooted in the groundbreaking work of Dr. Vince Molinaro, bestselling author of The Leadership Contract, Accountable Leaders, and Community of Leaders. Our content stays at the forefront of leadership thinking, inspiring and equipping leaders to excel.
2) **Rigorous Leadership Accountability Research.** We don't just follow best practices – we create them. Our research partnership with the University of Northern Colorado's Social Research Lab and Qualtrics yields statistically significant insights that validate our approach and ensure it remains relevant and practical.
3) **Proven, Disciplined Methodology.** Change doesn't happen overnight. Our Leadership Accountability System framework provides a systematic path to lasting leadership culture transformation. This structured approach has been tested and proven with our clients.
4) **Project Management Excellence.** We're obsessed with delivering exceptional programs efficiently and effectively. With Monday.com as our project management backbone and a team certified by the Project Management Institute, you can count on us to execute flawlessly.
5) **Strong Partner Relationships.** We're not just vendors – we're partners. We believe earning the right to partner with organizations like yours is a privilege. That's why we're committed to open dialogue, challenging the status quo, and meeting you where you are to achieve your leadership goals.

Our Values

Our core values guide how we work with every customer, whether it's for a keynote presentation, our courses, coaching, or a strategic leadership development initiative.

- **Accountable.** You can count on us to practice what we preach.
- **Responsive.** We anticipate needs and execute with speed.
- **Humble.** We bring low ego, no drama, no attitude.
- **Courageous.** We will always have your back, even when we have to tell it like it is.
- **Optimistic.** Working with our team is fun, upbeat and rewarding.

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Learn more about our solutions

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