



LEAD

Pharos Leadership

Performance • Innovation • Transformation



*The Original **Pharos** Mission:*
Lead a Path Through Obstacles,
Uncertainty, and Turbulent
Conditions, to Pursue
Commercial Success



Why would anyone
want to be led by ***you***?



*For 1500 Years, the Ancient
Lighthouse at **Pharos** Stood
Alone as the Defining Symbol of
Leadership and ***Prosperity****

*Strategy & Tactics • Decision Making • Planning & Risk Management •
Simplification • High First Time and Sustained Success • Performance •
Growth • Continuous Improvement*

And if they follow, will
you ***honor*** their ***choice***?

Pharos Leadership will partner with ***You*** to
Maximize the Full Potential of Your High Potential Leaders

Leadership Challenge

What is Great
Leadership?

Can You Develop It?

If You Have it Will
You Use It
Effectively?

What is the Return
On Investment?



“Leadership Development #1 CEO Human
Capital concern”

“Why Leadership Development Programs Fail” - McKinsey & Company Quarterly



What is Missing?

Early Leadership Selection



The Average Age for dedicated Leadership Development is 42 ... Why so late?

“Great leadership from the C-suite does not guarantee workforce engagement ... leadership at the line is a key factor in engagement”

“Managing Engagement in the Digital Age ” - Harvard Business Review

What is Missing?

Leadership “Checklist” competency training only adds excessive complexity while denying Leaders their Individuality ... Keep it Simple and Authentic

Simplification



“Authenticity is your most precious commodity, and you’ll lose it if you attempt techniques that don’t fit your strengths”

“Leadership Development in the Age of the Algorithm ” - Harvard Business Journal

What is Missing?

Without Mission and Vision Alignment,
Leaders misfire every time ... Without
being deployed in the proper context
they will Fail

Mission Alignment and Context



The Corporate Executive Board reports that “nearly 40% of internal job moves made by people identified by their companies as “high potentials” end in failure”
“How to Keep Your Top Talent” - Harvard Business Review

What is Missing?

Leadership Development is evolutionary and perpetual, therefore ... the commitment to it needs to keep pace

Leadership Culture

Sustained
Commitment



The Center for Creative Leadership found that “38% of new chief executives fail in their first 18 months on the job”

“How to Keep Your Top Talent” - Harvard Business Review

What is Missing?



Why would anyone
want to be led by
you?



Pharos Leadership Vision

*Build Extraordinary Individuals and Teams that
can capture the Hearts, Minds, and Spirit of
Others, and simplify the means they use to Inspire,
Decide, and Act in pursuit of Extraordinary Goals
and Extraordinary Results, with Courage and
Confidence.*

Pharos Leadership Mission

Transfer Elite Warrior and Iconic Corporate Leadership experience to Select Leadership candidates and Teams, in an immersive and engaging system, that delivers immediate and sustainable value across an entire organization, through decisive Talent, Process, and Leadership Development

Pharos Leadership Visionaries



Brad "Brick" Conners MBA

Principal/ Founder

*Retired Navy Fighter Pilot, F/A-18 Squadron Commander (Fighter Squadron of the Year), Naval Base Commander, Director of Elite Training Programs, Senior Executive and CEO
Passion: Honoring the Legacy of the Greatest Leaders I've Known by Sharing Their Wisdom*



Dan Walker

Advisor/ Founder

Army Veteran, Former Chief Talent Officer of Gap (Talent Supply Chain HR Model), Apple (Ground breaking Global Human Resources Tenure), JC Penney, Executive Consultant, and CEO

Passion: Revolutionizing Talent and leadership Development leveraging Elite Warrior Models



Wes Spence

Advisor/ Founder

Retired Navy SEAL, Chief of Staff Special Operations Component Command - Afghanistan, Senior Advisor Naval Special Warfare Command, Director of Elite Training Programs, Senior Executive, and CEO

Passion: Maximizing the Human Performance Potential of the Organizations I Support



Pharos Key Value
Proposition

Vision and Mission
Alignment

Optimal Decision Acumen

Simplifying the Complex

Speed of Competent
Action

Continuum of Leadership

Performance



Leadership drives
*Sustained Value and
Results*

Executive
Leadership

Senior
Leadership

Middle
Leadership

Front Line
Leadership

Pharos Key Value Proposition

Vision and Mission Alignment



Leadership drives
Sustained Value and Results

As a Core Focus Area , ***Pharos Leadership*** helps bind your Organization's ***Purpose*** to your ***People*** ... So Even the Least Among You Know How Best to Contribute, Prioritize and Make a Difference

Pharos Key Value
Proposition

Optimal Decision
Acumen



Leadership drives
*Sustained Value and
Results*

In an increasingly complex, volatile and often unpredictable Competitive Environment, ***Pharos Leadership*** helps You prepare your Leadership Team to ***Decide*** and ***Act*** with Optimal Speed and Maximum Impact using a ***Proven Process***

Pharos Key Value Proposition

Leadership drives
Sustained Value and Results

Simplifying the
Complex

Making the **Extraordinary** look **Easy** is based on **Rigorous Simplification** and **Mastery** of the **Basics**, not excessive elegance and sophistication that only a few can understand and communicate



Pharos Key Value Proposition

Speed of
Competent Action



Leadership drives
*Sustained Value and
Results*

Pharos Leadership helps Leaders exploit opportunity and mitigate risk by giving them the tools to take the initiative and Competently and Confidently ***Inspire*** and ***Guide*** their Teams to ***High First Time Success***

Pharos Key Value Proposition

Continuum of Leadership



Leadership drives
Sustained Value and Results

When Leaders who possess the most current and accurate information ***“Take the Lead”*** and ***“Orient the Team”***, Organizations respond ***Quicker*** and more ***Effectively*** than Organizations that restrict those actions to a precious few

Pharos Key Value
Proposition

Performance



Leadership drives
*Sustained Value and
Results*



LEAD

Pharos Leadership helps You build a culture of trust, collaboration, and innovation where ***Leadership*** delivers continuous improvement, quality, and speed of competent action, across ambiguous, high risk, and changing environments



The Individual
Leadership Code



Self Leadership

Character • Integrity • Humility • Ethical Courage • Self Control • Authenticity

Engage and Connect

Treat People With Respect, Dignity, and Fairness • Know Their Needs, Attitudes and Expectations

Inspire, Motivate and Build Commitment

Compelling Cause • Establish Trust • Communications

Continuum of Leadership

Follow • Learn • Lead • Train Others

Crush Complacency

Humility • Leverage Failure • Elevate Standards

Prepare Environment

Train • Invest • Collaborate • Standardize

Decide and Act

Risk Management • Communication • Discipline • Composure

Learn and Improve

Mentor • Develop • Coach

The Team
Tools and Process



Pharos Key Focus Areas

The Organization *Results*

Immediate Impact

Use Tools and Concepts • Organization Impact Project

Sustain and Grow



Metrics • Follow Up • Leadership Culture





FOUNDATIONS

Converting Pharos' Value System to Results • Designed for High Potential Leaders

<i>Prep</i>	<i>Day 1</i>	<i>Day 2</i>	<i>Day 3</i>	<i>Sustain</i>
Organization Why?	Self 	Action Preparation	Organization Impact Project	Peer Support
Candidate Selection	Leadership Code	Planning and Decision Making	Planning and Decision Making	Pharos Support
	Leadership Alignment	Project Life Cycle	Project Presentation	Pharos Follow Up
Executive Commitment	Leadership Perseverance	Practice	Personal Commitments	Commitment Updates



Foundations *Value* Optimization

Organization • High Potential Leaders • Pharos Leadership





Vector **LEAD** Enhancement

Focusing Pharos Value System for Specific Tactical, Operational, and Strategic Imperatives





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