

Commercial Excellence Academy™

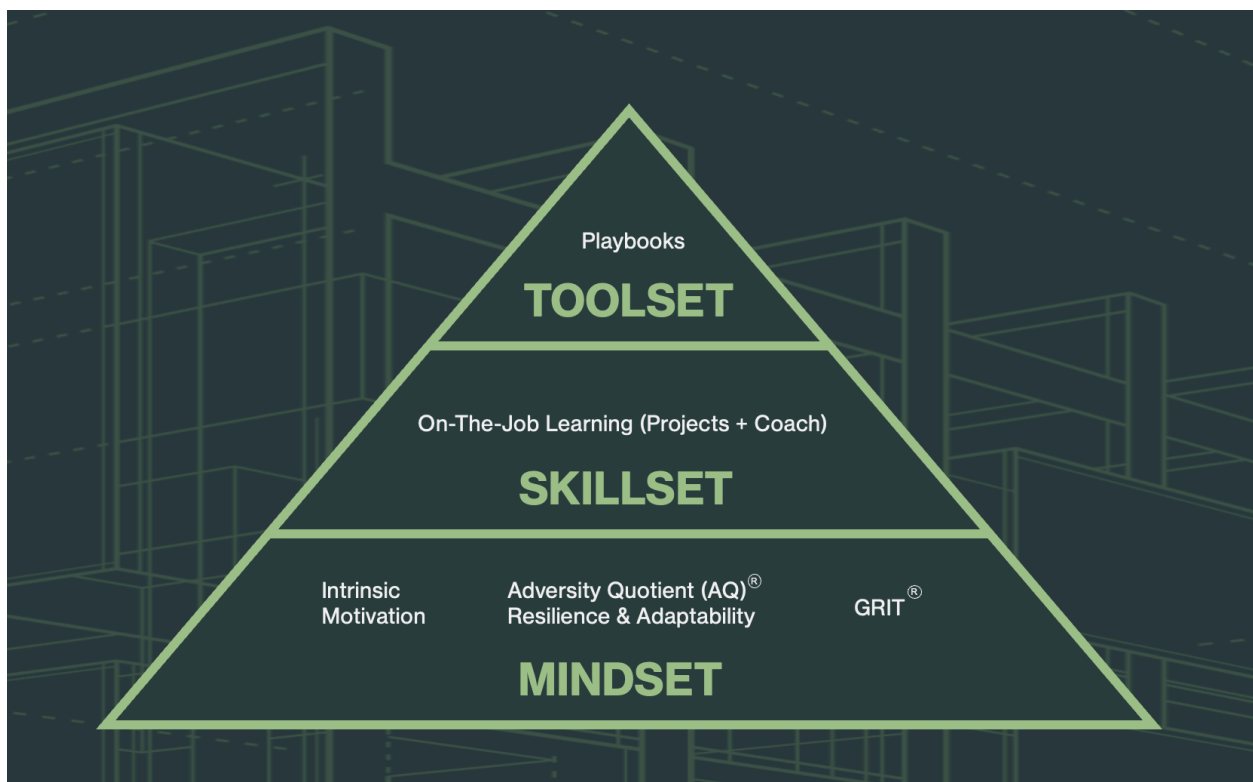
Equip your teams with the *mindset, skillset, and toolset* to drive sustainable growth.

What It Is

The Commercial Excellence Academy™ is more than training. It's a guided transformation journey that *equips leaders and teams to think differently, execute with discipline*, and embed new ways of working that last.

Through a blend of e-learning, self-assessments, workshops, real-world Growth Projects™, and external coaching from seasoned Operator-Coaches™, the Academy delivers measurable business results while *building lasting capabilities and behavior change*.

Mindset, Skillset, Toolset (MST) Framework



1) Mindset — Powered by AQ® and GRIT™

At the core of the Academy is the science of resilience and perseverance.

- **Adversity Quotient® (AQ®):** Developed by **Dr. Paul Stoltz**, AQ® measures and improves how people respond to challenge and change.
- **GRIT™:** Goes beyond persistence, teaching individuals and teams how to pursue the right goals in the best ways.

These methods are battle-tested by **Harvard Business School, MIT's entrepreneurship program, INSEAD, the U.S. Olympic Team**, and enterprises such as Amazon, Apple, and Aviva. By integrating AQ® and GRIT™ into the Academy, teams learn to harness adversity as fuel, stay motivated under pressure, and sustain performance when the stakes are highest.

2) Skillset — Learning by Doing

The Academy uses **Growth Projects™** - 90-day sprints where teams apply new concepts to their biggest opportunities and obstacles. Projects generate immediate business outcomes while strengthening the skills and habits that drive long-term excellence.

Examples include:

- Building stronger key account strategies
 - Improving pipeline quality
 - Capturing value through pricing
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3) Toolset — A Global Knowledge Platform

Participants gain access to the **Growth Platform™**- a library of playbooks, diagnostics, and maturity models covering every aspect of commercial excellence.

- Accelerates execution with proven frameworks
 - Creates consistency across business units and regions
 - Reduces reliance on costly consultants
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Human Catalyst — Operator-Coaches™

What makes the Academy work is the presence of Operator-Coaches™—seasoned commercial leaders who bring humility, credibility, and deep expertise. They don't just lecture; they guide teams through reflection, discovery, and practice on real work. This blend of guidance and accountability builds psychological safety and accelerates adoption of new behaviors.

Why It Works

The Commercial Excellence Academy™ integrates Mindset (AQ® & GRIT™), Skillset (Growth Projects™), and Toolset (Growth Platform™) into a single journey, delivered with the human touch of Operator-Coaches™. The result: teams that are more resilient, capable, and motivated—ready to deliver profitable growth and sustain commercial excellence at scale.

Case Study: Driving Growth Through the Academy

A global specialty materials company was struggling to achieve profitable organic growth and greater collaboration across its diverse business units. Past training programs had failed to stick, strategies were documented but rarely executed consistently in the field. Through the Commercial Excellence Academy™, the company equipped leaders and teams with the mindset, skillset, and toolset needed to turn strategy into action:

- **Mindset:** Participants completed AQ® and GRIT™ assessments and practiced applying them during projects. Teams cited AQ® principles repeatedly when they faced setbacks, using them to pivot scope, sustain collaboration, and maintain progress under pressure.
- **Skillset:** In just six months, 26 Growth Projects™ were launched and completed. Projects delivered tangible results, such as improved margin transparency, streamlined pipeline management, and cross-BU collaboration that uncovered growth opportunities.
- **Toolset:** Teams applied proven frameworks like CHAIN and LEAD to structure customer interviews, uncover unmet needs, and align on commercial strategies. These tools created a common language and method that cut across regions and business units.

Results: Within the first wave, teams accelerated opportunity conversion, uncovered new market entry pathways worth millions in potential sales, and improved resource allocation through harmonized processes. Building on this momentum, the company is now scaling the Academy globally with plans to launch an additional 75–100 Growth Projects™ in the next nine months.