

# INSPIRE©

Purposeful experimentation empowers employees to make good decisions on their own and accelerate innovation and improvements.

Our INSPIRE© program combines elements of tactical leadership with purposeful experimentation, using a behavioural framework as the focus.

This program is designed to be an innovative, sustainable way for your leaders and leaders of leaders to implement their quarterly business plan and live their operating rhythm over a 13-week, on-the-job practical application period.

*'For good ideas and true innovation, you need human interaction, conflict, argument, debate.'*

– Margaret Heffernan; entrepreneur, CEO, professor, writer and keynote speaker

## Key components

- Define the problem
- Ideate micro-behavioural solutions within the framework
- Plan implementation activities
- Apply ACDC coaching methodology
- Review and either pivot or amplify approach
- Embed new habits with the team & document and celebrate success

## WHAT THE NUMBERS SAY

Major Australian bank moved

**NPS**  
from No. 3 to  
**No. 1**  
in the country

**100%**  
of clients  
recorded internal  
organisational  
engagement  
uplift

Sales & service- based  
clients all reported

**millions**  
in new revenue;  
**MORE**  
in saved costs

## Delivery options



INSPIRE© is a project-based program, run across 13 weeks.

- 1-2-day face-to-face launch
- 3 x 3-hour face-to-face or virtual masterclasses
- 3 x 1-hour work-in-progress check-ins (virtual) + optional coaching

See our case studies here: [yaktrak.com.au/case-studies](https://yaktrak.com.au/case-studies)

