



**Keystone  
Group**  
INTERNATIONAL™

**Busting Through Growth Ceilings**

# Unlocking growth through strategy, leadership, & culture.



*Strategy is how you think, leadership is how you act, and how these two interact shapes your culture.*



# What is strategy?

A strategy is the overarching approach and direction to achieve 3-5 year goals, it is a set of specific decisions and actions.

## Strategy Answers...

- WHY we exist (purpose)
- WHERE we'll compete (market focus)
- HOW we'll win (unique value)
- WHAT we'll prioritize (key initiatives)



# Strategy Ceilings

- Lacking outside in thinking
  - **Q: What are the top 3-5 external drivers (competitors, market, customers, channel/Go To Market strategy, etc.) that will influence and impact your organization in the next 1-3 years?**
- Functional Powerhouses vs Enterprise Mindset
- Prioritizing the priorities
  - **Q: With so many opportunities and challenges, how do you determine what really matters most?**



**Culture is the way WE  
think, act, and interact.**

# Culture Compass

- Core Values
- Purpose
- Employees



# Mindset Continuum

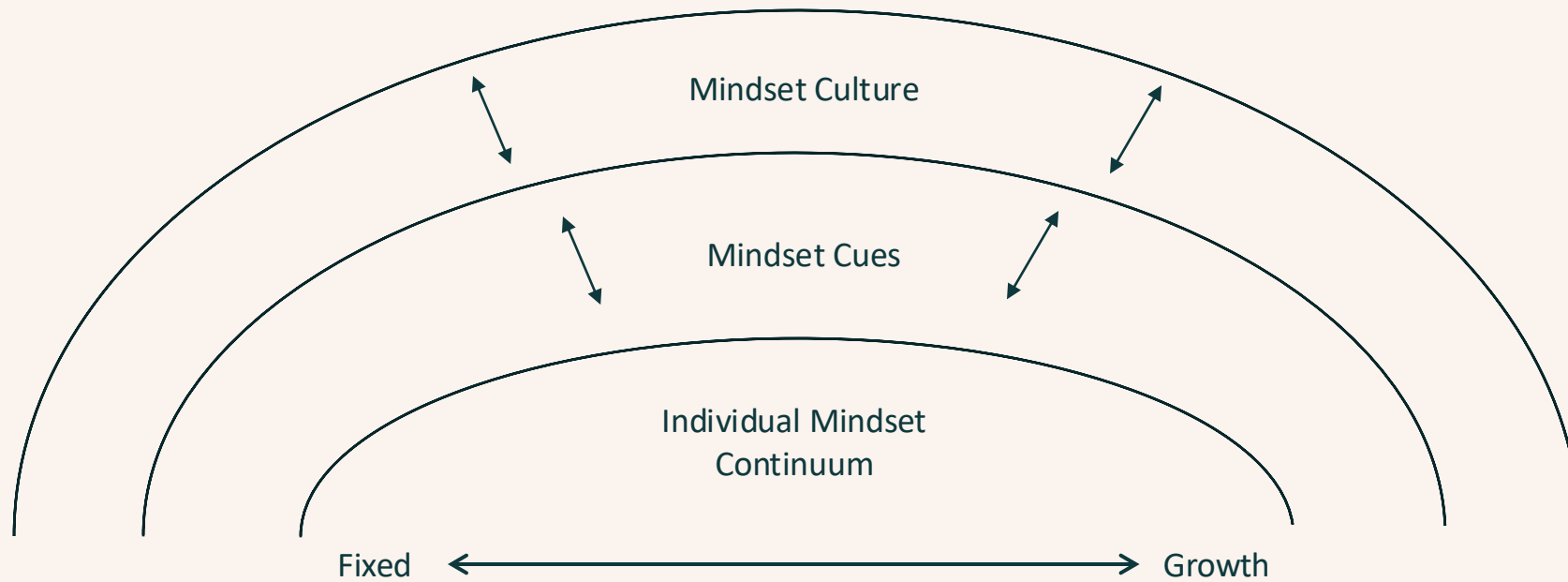


## **Growth Mindset:**

- Hold the belief that you can improve upon your intelligence, abilities + failures
  - Emphasizes learning, innovation, and continuous improvement
  - *Ability to apply that same mentality towards your employees*



# Individual Mindset Impact to the Organizational Culture



# Culture Ceilings to Bust Through

- Inspiring Vision + Clarity of Strategy
- Systems + Processes
- Intentional Communications
- Mindset for Growth + Change





**Q: Cultural Compass + Roadmap:** How have you evolved your culture over time to support business growth while staying true to your core purpose and values?



# Conscious Leadership



**Self-awareness** on how you think, act, and interact, and how those actions and behaviors impact everyone around you.



# Law of the Lid

## Q: Raising the Lid:

What are some common leadership challenges you see and how do you help leaders break through those ceilings?



# Leadership Ceilings to Bust Through

- Trust Building
- Transparent Communication
- Growth & Change Influencer
- Accountability Partner



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