LEAD
Pharos Leadership
Performance • Innovation • Transformation
For 1500 Years, the Ancient Lighthouse at *Pharos* Stood Alone as the Defining Symbol of *Leadership* and *Prosperity*

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*?
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?
If You Have it Will You Use It Effectively?
Can You Develop It?
What is the Return On Investment?

“Leadership Development #1 CEO Human Capital concern”

“Why Leadership Development Programs Fail” - McKinsey & Company Quarterly
What is Missing?

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

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

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?

Proven
Elite Leadership
Coaches & Mentors

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

Founders
Passion and Purpose

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
Leadership drives Sustained Value and Results

Executive Leadership
Senior Leadership
Middle Leadership
Front Line Leadership

Pharos Key Value Proposition
Vision and Mission Alignment
Optimal Decision Acumen
Simplifying the Complex
Speed of Competent Action
Continuum of Leadership

Performance
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
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**.
Leadership drives Sustained Value and Results

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.
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.
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.
Leadership drives Sustained Value and Results

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.
Pharos Key Focus Areas

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
Pharos Key Focus Areas

**The Team**
- **Tools and Process**

**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 Organization

**Immediate Impact**
Use Tools and Concepts • Organization Impact Project

**Sustain and Grow**
Metrics • Follow Up • Leadership Culture
Converting Pharos’ Value System to Results • Designed for High Potential Leaders

**Foundations**

- **Prep**
  - Organization Why?
  - Candidate Selection
  - Executive Commitment

- **Day 1**
  - Self
  - Leadership Code
  - Leadership Alignment
  - Leadership Perseverance

- **Day 2**
  - Action Preparation
  - Planning and Decision Making
  - Project Life Cycle
  - Practice

- **Day 3**
  - Organization Impact Project
  - Planning and Decision Making
  - Project Presentation
  - Personal Commitments

- **Sustain**
  - Peer Support
  - Pharos Support
  - Pharos Follow Up
  - Commitment Updates
Foundations Value Optimization

Organization • High Potential Leaders • Pharos Leadership

Organization
- High Potential Leaders
- Organization Cross Section
- Executive Commitment
- Kick-Off, Impact Projects
- Organization Context and Purpose
- Mission, Vision, Values, Culture
- Dedicated Coordinator

High Potential Leader
- Time Commitment and Focus
- Tilt 365 Survey
- Practice and Experimentation

Pharos Leadership
- Staff
- Passion
- Executive Experience
- Elite Warrior Experience
- Training Experience
- Corporate Experience
- Process, Tools, Concepts
- Immersive and Engaging Environment
- Academic Rigor
Vector Enhancement

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

Industry and Function Agility

- Tactical Level
- Operational Level
- Strategic Level

Expanded Modules
- Leadership Coaching
- Project Life Cycle
- Organizational Design
- Strategy Design
- Executive Decision Making
- Executive Coaching
- Unique Requirement
- Speaking Engagements

Executive Leadership
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