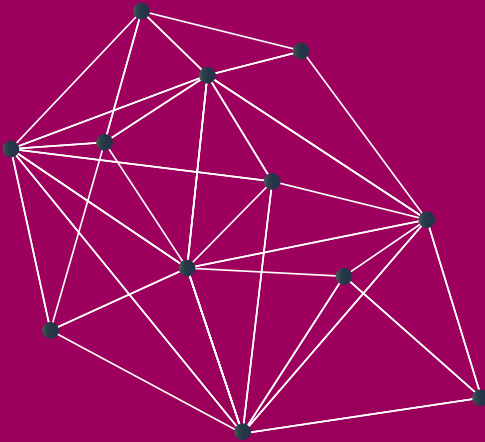


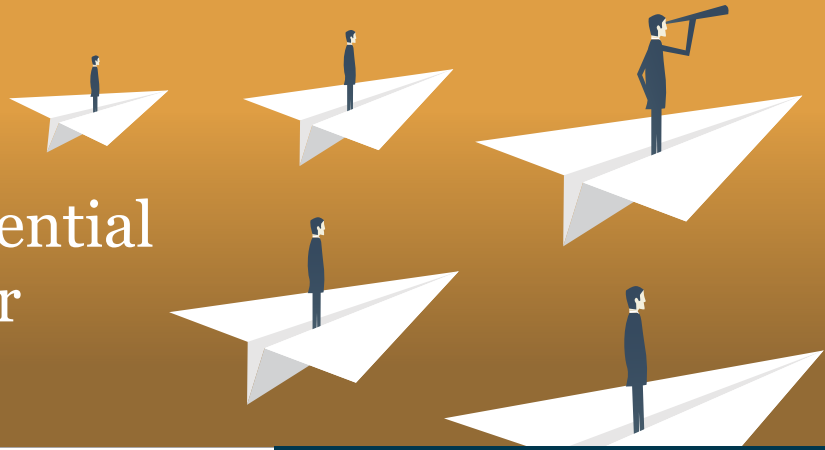
# Symmetrics Group Leadership Academy



Have high-potential employees ready to take on more? Check out our program for developing your next generation of leaders.

Intensive Business Acumen  
& Leadership Program for  
High-Potential Professionals

# Turn Your High-Potential Employees Into Your Future Leaders



Have you identified your company's next generation of leaders but worry that they aren't fully prepared for the tasks at hand? How can you support their growth into leadership roles and ensure they are poised for success when the time comes? The Symmetrics Group Leadership Academy guides participants through a concentrated curriculum specifically designed to nurture the exact qualities your future leaders will need. Simply put, it's insurance for your succession plans.

## **BENEFITS TO YOUR COMPANY:**

- Retain top talent
- Nurture employees into general managers
- Arm qualified staff with the tools to become better leaders, coaches, business managers, and decision makers
- Provide a hands-on learning environment where participants explore real opportunities and tackle legitimate problems plaguing your business

## **BENEFITS TO YOUR HIGH-POTENTIAL EMPLOYEES:**

- Develop a holistic understanding of the business
- Develop critical thinking skills required to grow into a business leader
- Develop strategic approach, financial acumen, and a deep understanding of operations
- Develop better people management and leadership skills

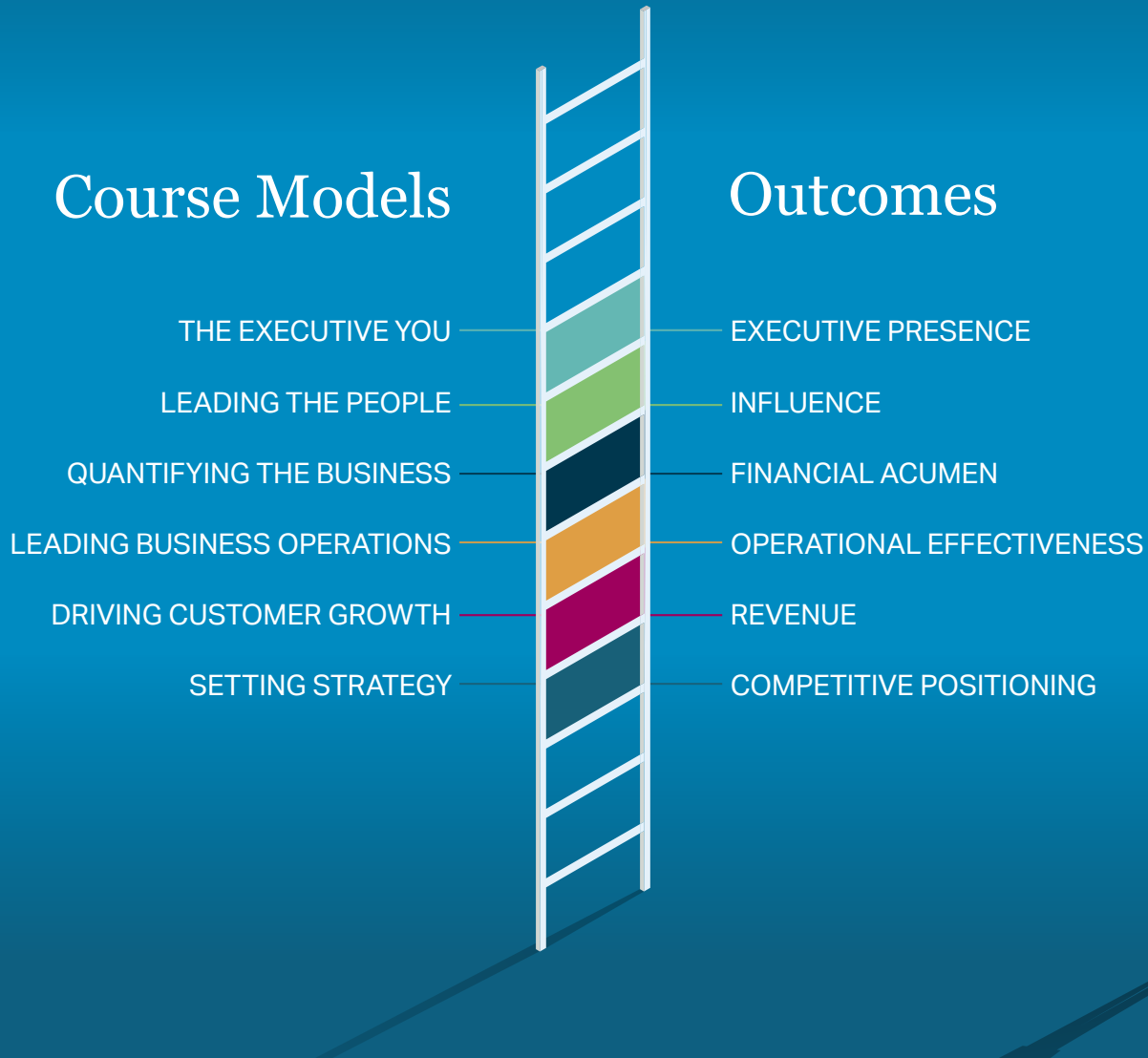
## **RETAIN TOP TALENT**

High-potential employees consistently rate personal growth & accomplishment as top motivators

“I feel very fortunate to have been a part of this class.”

FORMER LEADERSHIP  
ACADEMY PARTICIPANT

# What improvements can you expect from Symmetrics Group Leadership Academy?



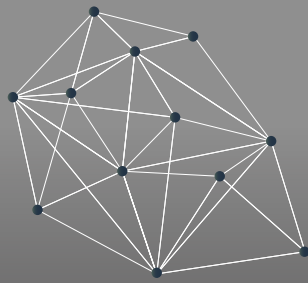
## THE HARD AND SOFT SKILLS TOP-PERFORMING LEADERS SHARE :

- Team management skills & leadership maturity
- Business acumen in sales, marketing, finance, strategy & operations
- Critical thinking skills
- Holistic understanding of the enterprise
- Overall confidence and executive presence
- Ability to present to a C-Suite audience

“I got to learn big picture things, outside of my daily grind.”

FORMER LEADERSHIP ACADEMY PARTICIPANT

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An advanced program  
designed for rapid  
leadership development  
and real world results

# Curriculum Highlights

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1	<p><b>SETTING BUSINESS STRATEGY:</b> Assessment debriefs, leadership primer, principles in strategy, industry and competition</p>	<ul style="list-style-type: none"> <li>• Introduction to leadership</li> <li>• Understanding company strategy</li> <li>• Competitive positioning</li> </ul>	<ul style="list-style-type: none"> <li>• Market forces</li> <li>• Industry trends</li> </ul>
2	<p><b>DRIVING CUSTOMER GROWTH:</b> Principles in Sales, Marketing and Customer Service</p>	<ul style="list-style-type: none"> <li>• Insight-driven selling</li> <li>• Challenging customer assumptions</li> <li>• Taking control of customer conversations</li> <li>• Trends in selling techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Delivering excellent customer service</li> <li>• Consumer choice and behavior</li> </ul>
3	<p><b>LEADING BUSINESS OPERATIONS:</b> Principles in Quality Management &amp; Manufacturing Operations</p>	<ul style="list-style-type: none"> <li>• History of quality management</li> <li>• Principles in Lean Manufacturing</li> <li>• Root problem analysis</li> <li>• Rational Decision Making</li> </ul>	<ul style="list-style-type: none"> <li>• Case study: - The Toyota Production System</li> </ul>
4	<p><b>QUANTIFYING THE BUSINESS:</b> Principles in Finance and Business Case Development</p>	<ul style="list-style-type: none"> <li>• Corporate Finance Basics</li> <li>• Reading Financial Statements               <ul style="list-style-type: none"> <li>- Balance Sheet</li> <li>- Income Statement</li> <li>- Cash Flow Statement</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Building a Business Case               <ul style="list-style-type: none"> <li>- Cost-benefit analysis</li> <li>- Connection strategy and actions to profitability</li> </ul> </li> </ul>
5	<p><b>LEADING THE PEOPLE:</b> Principles in Team Management &amp; Enterprise Leadership</p>	<ul style="list-style-type: none"> <li>• Leadership vs. management</li> <li>• What makes a great manager</li> <li>• Identifying your natural leadership traits</li> </ul>	<ul style="list-style-type: none"> <li>• Strategies for improving leadership and management skills</li> <li>• Behaviors of employee motivation</li> <li>• Identifying employee strengths and capitalizing on them</li> </ul>
6	<p><b>THE EXECUTIVE YOU:</b> Principles in Team Management &amp; Enterprise Leadership</p>	<ul style="list-style-type: none"> <li>• Projecting executive presence</li> <li>• Identifying behaviors that prevent advancement</li> <li>• Presenting to an executive audience</li> </ul>	<ul style="list-style-type: none"> <li>• Ethical business management</li> </ul>

Teams examine a real opportunity or business issue facing the client and recommend a business improvement, investment or solution

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## Thesis Project

The thesis project is the culmination of the Leadership Academy. Symmetrics Group knows that participants become better leaders when they learn from current, real-world opportunities and challenges versus applying concepts to a theoretical case study.

Developed over the course of the program, the process provides participants with a safe environment to dive deeper into the business and explore ideas to better the company. In the end, you'll have employees with hands-on, relevant experience, plus the added benefit of amassing innovative, yet realistic business ideas for consideration.

### REQUIREMENTS:

- Research the situation: data-driven, sources cited, interviews with experts encouraged
- Pose a hypothesis
- Assess the business impact of possible solution via quantifiable business case
- Make the case for change
- Recommend solution, investment, and course of action
- Request funding and resources to pursue (with executive permission)

**50-MINUTE PRESENTATIONS TYPICALLY GIVEN TO CLIENT EXECUTIVE  
MANAGEMENT TEAM FROM ACROSS FUNCTIONAL AREAS**



## How We Deliver

Leadership Academy comes to you! Symmetrics Group facilitates the classes in your office, scheduling the sessions around the participants' existing commitments. Our goal is to provide immediate value to the participants and to the business while instilling the necessary skills for longer term leadership development.

### HOW WE DELIVER COURSES:

- On premise
- Coursework tailored to the business
- 8 to 14 students per class
- Approximate time commitment for participants:
  - 10 hours/month class preparation
  - 2 days classroom training every 7-8 weeks
  - 40-45 hours total time for thesis across 4-5 months

### RESULTS WE SEE:

- Company-wide business improvement as a result of investment in thesis projects
- Alumni promoted into leadership positions
- Marked improvement in 360° Assessment Scores
- Higher employee motivation among Alumni
- Holistic business thinking and improved problem solving
- Improved succession planning
- Cross-functional cooperation and collaboration

### FLEXIBLE APPROACH TO COURSE DELIVERY

Courses are delivered with flexibility that supports participants ongoing work for the business

“This is a FANTASTIC program, and I feel honored to have been exposed to it and to have been chosen to participate. It was challenging in a great way that made me think...”

FORMER LEADERSHIP  
ACADEMY PARTICIPANT

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# Leadership Academy Success: \$1.8B Consumer Products Client

## 11 OF 13 THESIS PROJECTS ACCEPTED FOR FURTHER ACTION BY EXECUTIVE MANAGEMENT

*Examples include:*

- Vendor Managed Inventory
- Consumer eye-tracking at shelf
- Manufacturing operations efficiencies
- Inventory management and warehouse operations improvements

## MANAGERS GENERALLY REPORT IMPROVEMENTS IN:

- Business acumen
- Leadership and management maturity
- Holistic understanding of business operations
- Critical thinking skills
- Presentation skills to an executive audience

“This leadership development program has had such a positive impact and meaningful ROI for our high potentials. It increased business acumen as well as leadership and management maturity; instilled confidence in presenting to upper management; inspired new critical thinking skills; and further developed respect, teamwork and comradery across business teams.”

SR. EXECUTIVE,  
CONSUMER PRODUCTS CLIENT

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Find out how you can nurture  
today's high-potential employees  
into your future leaders

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