



The Case for the Elite Business Performance Academy



ELITE
BUSINESS
PERFORMANCE

CONSULTING AND ACADEMY

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What is the Case for the Elite Business Performance Academy?

In recent years, talent management departments, in the face of cost-cutting and financial performance pressure, have faced enormous challenges when it comes to making a business case for leadership development.

The irony is the need for better leaders continues to grow. Global CEOs have identified improved leadership development practices as a top five human capital strategy.

Yet, the same study found that only 40 percent of leaders said the quality of their organization's leadership is high and only 15 percent said they have a strong leadership bench — a decline of 18 percent from 2011. This a real challenge to the future direction and success of companies, corporations and enterprises.

What is the Case for the Elite Business Performance Academy?

The considerable need for leadership development, but low expectation of a documented return on it, presents a quandary for talent management departments, who understand how critical developing their organizations' leaders is.

They are in the awkward position of having to make a business case for investing in programs when there seems to be little proof that they deliver impact.

However, an analysis of data from one leadership development program offers useful evidence to those charged with making a case to CEOs or senior executives.

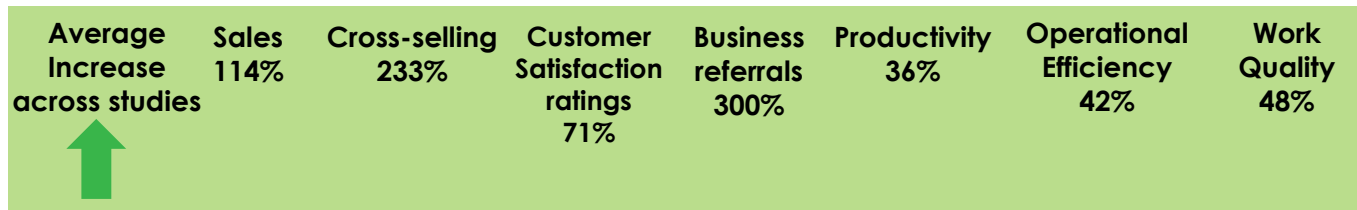
The study looked at data gathered over more than 40 years from more than 18,000 leaders and 12,000 managers, peers and direct reports of leaders who completed on average five courses from a leadership development program designed to improve business and interpersonal skills.

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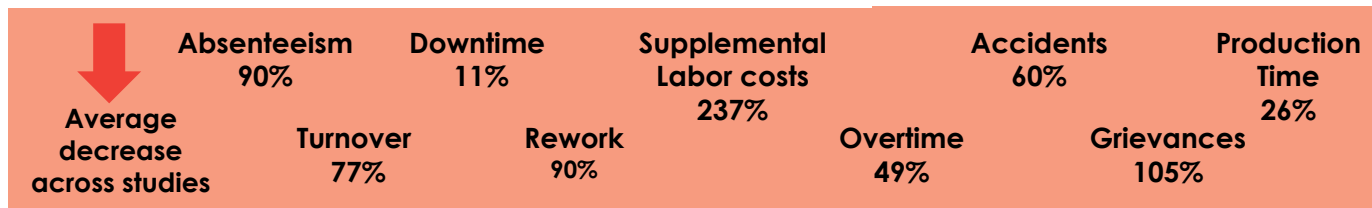
One of the biggest findings of the study was, contrary to the negativity, leadership development really does work: 82 percent of managers, peers and direct reports of people trained cited higher frequency of observed positive leadership behaviors among leaders after they had completed development courses.

Positive behaviors included leadership competencies such as building trust, influencing, leading change, managing performance problems and resolving conflict. This finding is more reliable because it's based on data from observers — the people who leaders interact and work with every day — as opposed to leaders' self-ratings of their own effectiveness, which is less objective.

Building a business case for leadership development can be a challenge for talent management departments

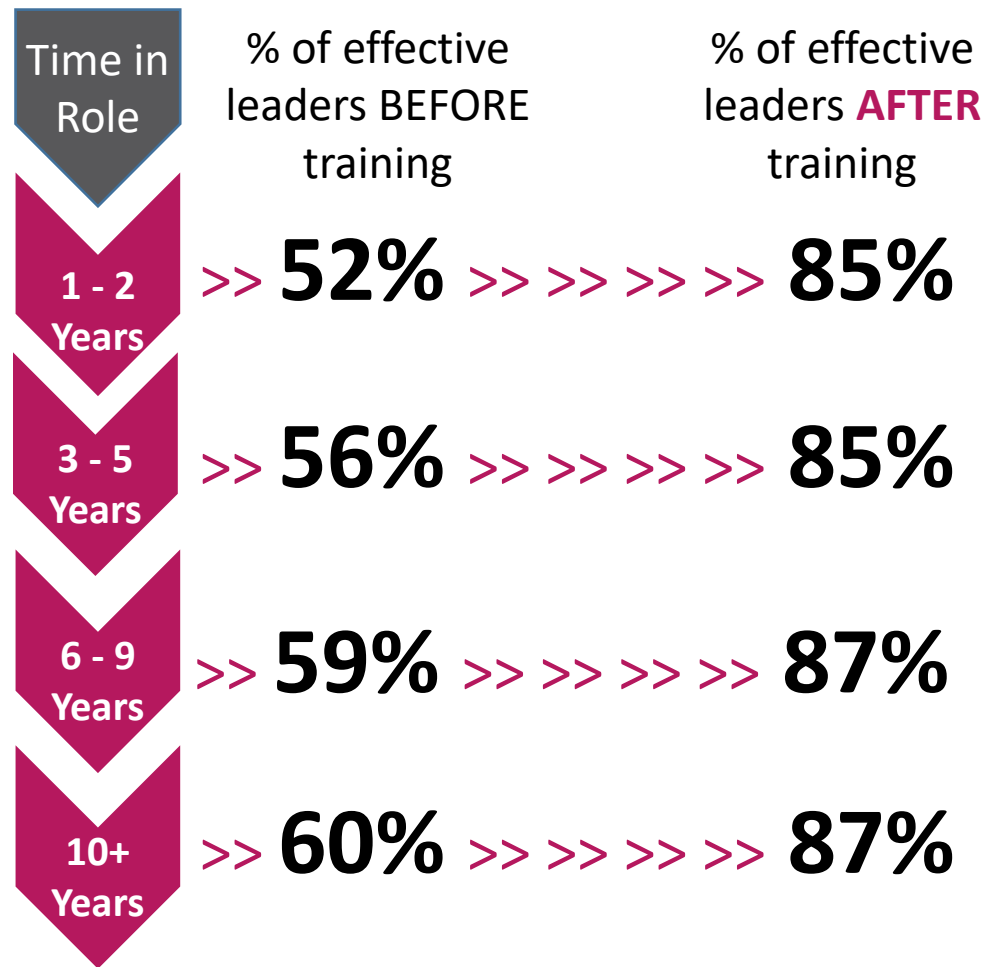


Business Metrics show how leadership development impacts the bottom line



However, it need not be that way. Identifying metrics and showing the bottom-line impact improves standing as a trusted partner for the business and paves the way for investment in your leaders — and the organization’s future.

Leadership Development helps level the playing field by accelerating the effectiveness of leaders **after** training, than the effectiveness of the leader prior to training.



The research found that a good development program can elevate the capability of leaders who have been in their roles for just one to two years to a level comparable to leaders who have been in their roles 10 years or more — promoting consistency in leadership quality regardless of tenure.

Studies found that 81% of people who report to a trained leader said “the leader was more engaged in their jobs, **AFTER** training.”

Openly share feelings and concerns regarding important issues



Listen and respond to others' feelings with empathy and understanding



Provide others with support without removing their responsibility for action



Maintain or enhance others' self esteem



Ask for others' help and encourage their involvement



Even more important is how the change in leader behavior affected important business metrics.

In the studies companies calculated return on investment for their training programs and found ROI figures ranged from **147%** all the way to a whopping **633%**!

What Is The Value Proposition For Organizations Considering Enrolling a Participant in the EBP Academy?

In today's ever-changing corporate arena, the companies that succeed in their respective vertical market are the one's who believe this approach to getting work done via effectively and strategically leading people, provides a tremendous competitive advantage to the business enterprise.

The pursuit of that mission, is the primary objective of studying at the Elite Business Performance Academy.

What Is The Elite Business Performance Academy?

The Elite Business Performance Academy is the brainchild of Dr. Michael L. McCrimmon, a program, that focuses on the enhancement of mid-manager and executive performance and leadership development skills.

The Academy, previously taught “in person” is now an “instructor led” virtual classroom experience, where content and topics are presented in lecture format, debated and discussed, via video-conferencing technology.

The content consists of a mix of current business thinking from some of the greatest thinkers in leadership development and executive “play”.

Additionally, there is a body of work based on the use of assessments as a tool to understand “self”, in addition to use as a vehicle to optimize the performance of people in the enterprise.

The Elite Business Performance Academy Background and Founder

With over 40 years of technology experience, 33 years as an executive, Dr. McCrimmon is widely regarded as a thought leader in the leadership development field, as well as an expert in the technology outsourcing industry.

He has worked for blue chip companies such as Eastman Kodak, Fed Ex, Hewlett Packard, Price Waterhouse LLP and IBM.

He has studied at the following institutions, University of Tennessee, Indiana Wesleyan University, UCLA, Emory University and Harvard Business School, where he has garnered BS in Computer Science, BS in Journalism, MBA in International Finance and PhD's in Computer Science and Divinity.

Prior to the start up of the Elite Business Performance Academy, Dr. McCrimmon ran another leadership development institution for 10 years.

He is married to Valencia Pearson McCrimmon, a technology executive at Cox Enterprises and they have a 15 year old son, Michael II.

The Elite Business Performance Academy does not compete with high-quality Business School MBA programs or the excellent group of executive education programs, a few of which are seen below.



Yale SCHOOL OF
MANAGEMENT



HARVARD
BUSINESS SCHOOL



Cornell University



STANFORD
GRADUATE SCHOOL
OF BUSINESS



TUCK SCHOOL OF BUSINESS
AT DARTMOUTH

Carnegie Mellon
Tepper
SCHOOL OF BUSINESS

 Columbia
Business
School

The EBP Academy curriculum focuses on working with high potential talent, typically comprised of managers and executives, on how to maximize their contribution to the enterprise as leaders by being able to get work done by understanding behavioral styles, assigning the appropriate individuals appropriate work, that results in the work getting done effectively and competently.

Masterclass One is the first program to come on-line at the Elite Business Performance Academy.

These are the areas of concentration in the curriculum of Masterclass One.

Sessions 1 & 2



- Classroom Topics**
- Program Introduction
 - Knowledge of Self
 - Knowledge of Others
 - Getting Work Done Through Others
 - Behavioral Styles
 - DiSC Assessment

Sessions 3 & 4



- Classroom Topics**
- Emotional Intelligence
 - EQi 2.0 Emotional Intelligence Assessment

Sessions 5 & 6



- Classroom Topics**
- Managing Expectations
 - Value Exchanges
 - Strategic Trusting
 - Accelerated Problem Solving

Sessions 7 - 8



- Classroom Topics**
- Executive Presence
 - The Leadership Pipeline
 - Leadership Agility

Masterclass One

Introduction to Behavioral Styles



Topics Covered

- Why is this topic important?
- Knowledge of the "Three Things"
- The Three Parts of the Mind
- History of Behavioral Styles
- The Four Behavioral Styles (D, i, S, C)
- The Eight Dimensions of Leadership based on the DiSC styles
- The Work of Leaders based on the DiSC style

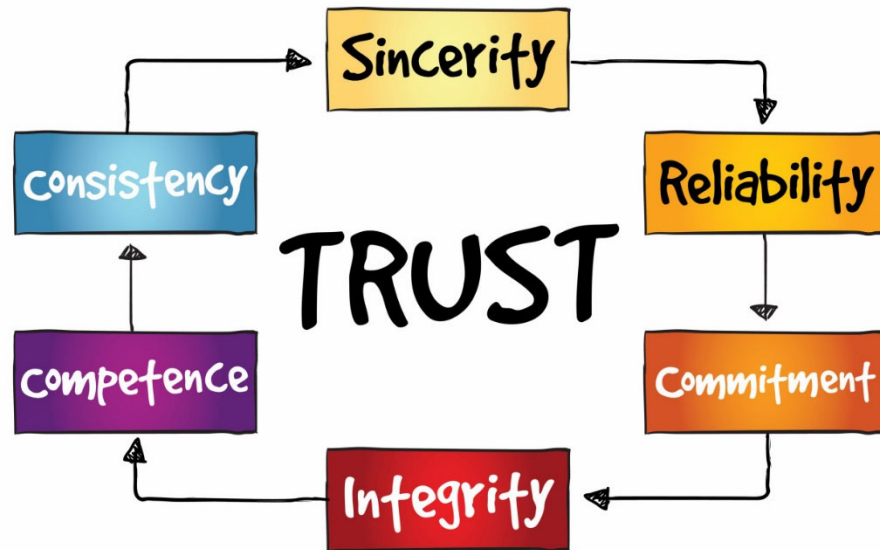
One of the most important aspects of life is knowledge of Self. Over the years, I have discovered that roughly 92% of individuals, have no formal knowledge of their behavioral style.

While they tend to know what they like and don't like, they typically don't know why.

This class will teach the participant, who they are, why they like / dislike certain things. Typically, the result of this work is extremely freeing and empowering.

Masterclass One

Strategic Trust



Topics Covered

- Why is this topic important?
- The Variables Inside of Trust
- The Economics of Trust
- The Five Waves of Trust
- The Four Cores of Credibility
- The 13 Behaviors of High-Trust Leaders
- Trust "Taxes" vs Trust "Dividends"

There is one thing that is common to every individual, relationship, team, family, organization, nation, economy and civilization throughout the world — one thing which, if removed, will destroy the most powerful government, the most successful business, the most thriving economy, the most influential leadership, the greatest friendship, the strongest character, the deepest love. That thing is trust...

This class will teach the participant, about the tangible nature of trust, how to measure it and how to leverage it for competitive advantage.

Masterclass One

Emotional intelligence



Topics Covered

- Why is this topic important?
- What is Emotional Intelligence?
- Why It is a predictor of success in life and work?
- The characteristics of Emotional Intelligence .
- How Emotional Intelligence can be leveraged for competitive advantage?

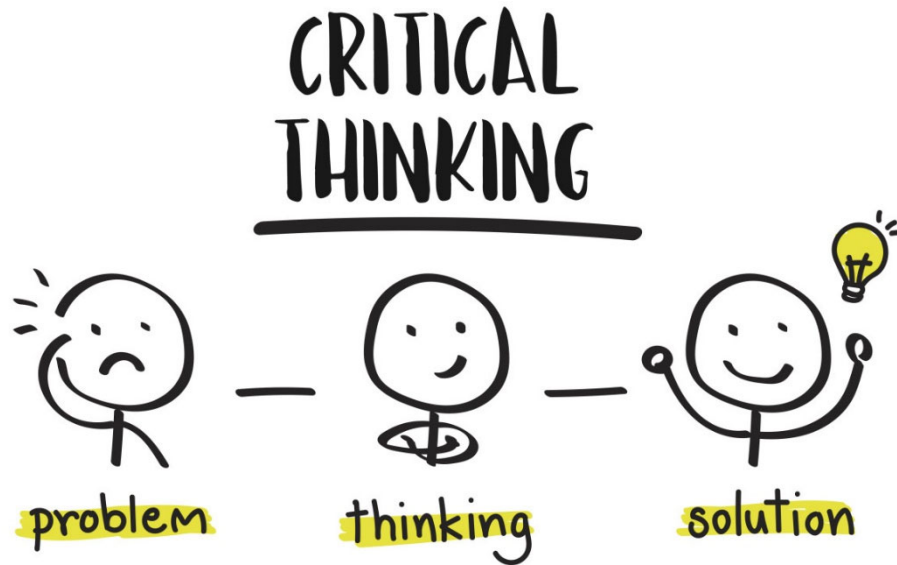
Most of the characteristics that differentiate the outstanding performers are these things that we call social and emotional competencies.

This class will teach the participant, how the emotional intelligent metric (EQ) is as important as the intelligence metric (IQ).

They will also learn how to understand things about themselves, allowing mastery over self, which then spills over into quality treatment of others.

Masterclass One

Critical Thinking



Topics Covered

- Why is this topic important?
- What are causes of Conflict?
- Why are Managing Expectations critical?
- What is Relationship Alignment?
- What are Value Exchanges?
- Techniques to Solve the Most Difficult and Complex Problems.

It's impossible to think of a leader—community, business, political—who doesn't have problem-solving skills. It's an essential attribute of leadership and as important as any subject.

Companies say they need a workforce fully equipped with problem-solving skills and an ability to work in a team as the most desired qualities they seek.

The expectation is that the leaders running these organizations will have problem-solving skills at the forefront of their portfolio of leadership skills.

This class will teach the participant, a methodology to problem-solve at the highest level, judiciously and rapidly, while guaranteeing effective results.

Masterclass One

Leadership Fundamentals



Topics Covered

- Why is this topic important?
- What is the Leadership Pipeline?
- The Importance of Leadership Agility?
- How Do You "Do" Leadership?
- Directional Leadership (Downward, Peer and Upward)

Studies have shown leadership quality to be a significant determinant of an organization's success. Organizations with strong leaders experience better overall organizational performance, including high levels of customer satisfaction, organizational productivity, financial gains, and product quality.

Effective leadership also has a positive impact on employee retention, performance, engagement, and morale. Despite the criticality of quality leadership, companies often promote individuals to leadership positions, assuming they have a clear understanding of what "it takes" to be a leader, when in reality, they have never been taught the fundamentals of leadership.

This course makes the basic assumption that individuals have not been indoctrinated at a detail level about the foundation of leadership and build from that position.

Cohort 2021 Session Dates

There are 8 two-hour “in person” virtual classroom learning sessions in the program. The scheduled virtual classroom sessions are held on the following dates:

- Session 1 - September 9, 2021, 2pm EDT
- Session 2 - September 23, 2021, 2pm EDT
- Session 3 - October 7, 2021, 2pm EDT
- Session 4 - October 21, 2021, 2pm EDT
- Session 5 - November 4, 2021, 2pm EDT
- Session 6 - November 18, 2021, 2pm EST
- Session 7 - December 2, 2021, 2pm EST
- Session 8 - December 16, 2021, 2pm EST

The Masterclass program is constructed to be an “educational experience” and as such, does not require extensive amount of time away from the classroom sessions, for reading or homework.

What Is The Process For Admittance Into the Masterclass One program?

1. Complete the Masterclass application for admission, found at <https://bit.ly/3xvplqi> prior to the **cohort 2021 deadline (August 23, 2021)**. Typically, the cohort seats fill up fast.
2. All applications are reviewed, and approvals are made within 3 business days of receipt of the application.
2. Accepted participants immediately receive detailed information about the program, planning information and invoice for the program tuition for the four-month program.
3. The tuition for the Masterclass One - Cohort 2021 tuition is \$8,250. Early bird tuition payment of \$6250, ends August 6, 2021.
4. For further information or questions, you can reach Dr. McCrimmon at michael.mccrimmon@ebp.consulting or 404-800-5654.

Some of the companies that I have had the opportunity to work with their Leaders



The leaders of today are being transformed, via insights and development, for maximum contribution to their respective enterprises, at the Elite Business Performance Academy!

I invite you to come study with me, and let me take your best talents and skills, and make them better.

