

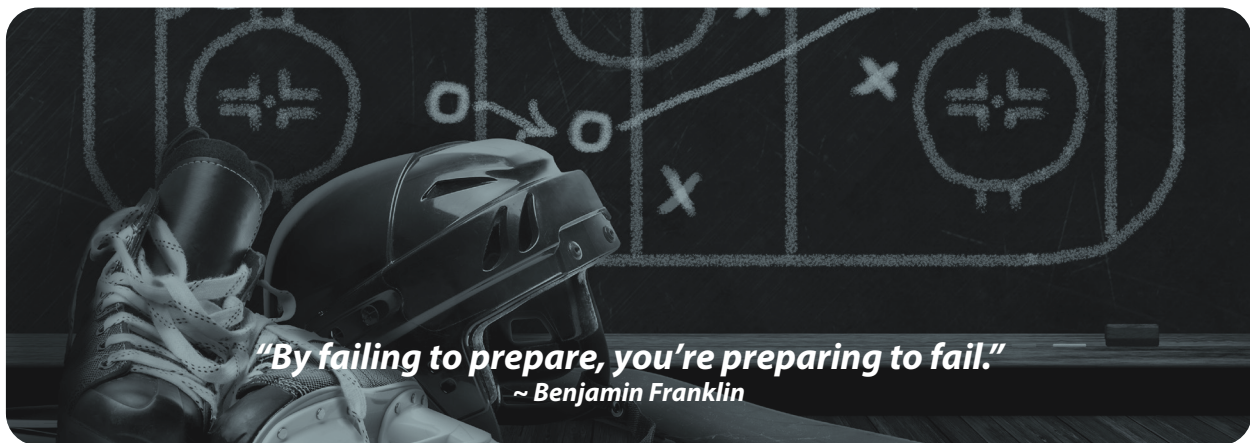


**LIONHEART**  
LEAD WITH PRIDE

THE LIONHEART LEADERSHIP PLAYBOOK: STRUCTURE

## THE X's & O's

*The Defensive & Offensive Calls That Drive Productivity (And Profitability)*



**Are you clear on the right strategy for your business? And do you have the right people in the right seats to make it happen?**

I ask because I believe in this simple structural formula for sustainable business success:

Strategy + Responsibility + Capability = Hall of Fame Performance

Let's break it down.

1. Strategy – This conversation often starts with one word: growth.

Everyone wants growth for their business, but it's often elusive or doesn't show up in the form or at the time it was intended or hoped.

Part of the reason for this rests in the interpretation of the word itself.

Truth is, there are actually two types of strategy, and growth strategy is just one. Both types of strategy are critically important and if you're not clear on which strategy your business needs to employ at any given time, you're leaving the results more to chance than you may realize.

2. Responsibility – When a pop fly is about to land between two outfielders and no one takes ownership, what happens?

In the frantic early days of business growth, human resource decisions are often driven simply by the need for “another set of hands” and this can work for awhile. Over time however, issues like redundancy of tasks, unclear responsibilities, lack of accountability, and dysfunctional silos often result. There is a better way... and it’s about getting crystal clear on what tasks the business needs to execute in order to achieve its vision, and then grouping those tasks into a more functional set of roles and responsibilities – effectively a system to better manage what I believe to be the most valuable (and fleeting) business resource: people’s time.

3. Capability – Do you have the right people in the right seats with the right skills to allow you to win the championship? Multiple championships? And if you have the right strategy and the right roles, what capability gaps do you now need to close? The Capability Scorecard shared during this workshop will help you answer these questions.

The X’s & O’s Workshop is an interactive 1-day experience designed to help you:

1. Choose the right type of strategy for your business and know when to implement it
2. Embed accountability in all roles
3. Identify and align the capability required for your ongoing business success

### What Are Your Pain Points?

- Do you struggle to reach and sustain profitable margins?
- How confident are you that you’ve chosen the right type of strategy at the right time?
- How often does finger-pointing and a “not my job” mentality show up in your business?
- Do you consider accountability in the workplace a proud asset or an embarrassing weakness?
- Are you clear on the capability you need to add to take your business to the next level?

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### What Are Your Gain Points?

- Higher Margins – greater role clarity, alignment and accountability drives greater productivity in your business
- Greater Confidence – in the strategic investments you make and in the strategic direction you’re headed
- More Time – improved workflows and greater efficiencies allow you more time to focus on the other things you love to do

The X’s & O’s Workshop is a natural and foundational complement to other workshops in the Lionheart Leadership Playbook series.

**Ready to support and protect your revenue and equity generating activities?**  
Join an upcoming Group Workshop or Private Coaching at [bealionheart.com](https://bealionheart.com).