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# THE PRIORITIZED LEADER

**An all-new leadership suite featuring five priorities for productivity that unlock TRUE success.**

## Overview

Prioritized Leadership is the intentional application of a framework, which creates orderly and rational decision-making; guiding and maximizing the potential of any organization.

While a solid strategy, high EQ and a good product mix can certainly keep an organization going, many leaders have inadvertently put a glass ceiling on the true potential of their organization by not thinking through, communication and aligning the priorities of their company. Yes, the blindspot of priorities at best caps an organization's potential and at worst has catastrophic consequences over time.

### **It's a problem you may not even realize you have.**

Much has been written on the topic of leadership over the past 50 years, from Stephen Covey on Effective Habits, Dale Carnegie on Influencing People, John Maxwell on the Laws of Leadership, Jim Collins on how to go from

Good to Great and recently Simon Sinek on Knowing Your Why. Now, standing on these shoulders, enter the priorities conversation.

### **When leaders are able to...**

- Clarify their **PURPOSE**
- Release their **PEOPLE**,
- Set the right **PACE**,
- Perceive new **POSSIBILITIES**, and
- Consistently increase **PROFITS**...

**Then, new levels of organizational potential are realized.**

The Five Priorities Framework is a simple yet profound concept intended to bring clarity, focus, alignment and accelerated traction to you, your team and your organization. Engaging and leading from this framework not only creates needed clarity and alignment across your organization, it also creates a common leadership language and framework in which leaders at all levels can engage, learn and grow.

***“Leader readiness is the rate determining step to organizational growth...”***

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## The Science Within The Prioritized Leader Framework

### The Five Priorities needed to truly succeed in life and business:

**PURPOSE** - It's about knowing and living the "why" of your organization, being able to articulate a clear and compelling future. The currency is vision and values.

**PEOPLE** - The level of health and productivity we have with our colleagues and connections. The currency is encouragement and accountability.

**PACE** - Discerning how fast (or slow) the organization needs to move to sustain long-term success, capitalize on opportunities, and preserve capital. The currency is time and energy.

**PERCEPTION** - Choosing a growth mindset, staying open to creative solutions and new ideas. The currency is insight and innovation.

**PROFIT** - The effective management, investment and release of an organization's resources. The currency is dollars and cents.

**Realizing the potential of your organization is about evaluating where you (and your company) are at in these five areas.** Then, it's about recalibrating priorities and growing each area in order to see greater levels of health, productivity and profitability. This approach allows for a common language, clarity of goals and outcomes and increased focus and discipline from all involved.

## The Inspiration for The Prioritized Leader

Inspired by the book "Freakonomics" and its assertion that the world is way more complex than just dollars and cents, as well as Mike Breen's Five Capitals, the question was asked: "What are the essential priorities for business?" This launched Brandon Schaefer, Executive Director of Five Capitals Coaching and Consulting into working with his clients to refine the concept (see client list below) as well as academic engagement through Indiana Wesleyan University and Asbury Seminary to solidify the "Five Priorities" framework.

For the past 25 years Brandon has been helping leaders (and their teams) thrive as a coach, consultant and content developer. First as an internal trainer and strategist for Motorola in Glasgow, Scotland and then taking a similar role with Eli Lilly and Company in Indianapolis, IN, Brandon has been a pioneer and thought-leader in the "prioritized leadership" conversation.

Initially inspired by the book "Freakonomics" and the book's assertion that the world is way more complex than just dollars and cents, Brandon asked the question: "What are the essential priorities for business?" This question changed the trajectory of Brandon's Graduate research, client conversations and content development focus. Over the course of five years this combination of academic research, client validation and results-driven refinement brought the concept to where it is today.

Brandon launched his own coaching, consulting and content development company in 2008. The Five Capitals organization has coached over 600 companies, engaging thousands of employees (and audiences) — all

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helping to refine and solidify the Five Priorities into what it is today. These tools and frameworks help leaders and their teams increase their overall health, productivity and profitability.

Over the past 15 years, Brandon has taught (and coached) this concept in The United States, Canada, England, Scotland, India, Brazil, Chile, Spain, France, Germany, Denmark, Switzerland, The Netherlands, Australia and New Zealand.

## **Businesses who have used The Prioritized Leader include:**

- UBS Financial Services
- Johnson & Johnson
- Procter & Gamble
- Cincinnati Bell
- Chick-fil-a Restaurants
- Northwestern Mutual Insurance
- 3M Industries
- Keller Williams Realty International
- Abbott Image Solutions
- Duracell Battery Brand
- Neyer Properties
- System 7 Global Solutions
- Cabeza Advertising
- Resident Experts
- National GroundWorks Solutions
- SecureGive International
- CarStars Corporation
- The Seek Company
- Digital Hot Sauce
- Adventure Teaching International
- Ocean Entrepreneurial Incubator
- Square Cow Moovers
- SkillSource Solutions
- Hartco Manufacturing
- Waccamaw Heating and Cooling

## **The Validity of The Prioritized Leader**

Five Capitals has validated the framework with it's clients over the past 15 years. More broadly, research and articles published by Harvard Business Review, Entrepreneur Magazine and Inc.com align with the Five Priorities Framework. A number of business books also speak to the validity of the frameworks and models outlined in The Prioritized Leader including "Profit from the Core," (Chris Zook) "Good to Great," (Jim Collins) "Atomic Habits," (James Clear) "The 7 Habits of Highly Effective People" (Stephen Covey) and "The Infinite Game" (Simon Sinek). Additionally, the Masters work done by Brandon Schaefer at Indiana Wesleyan University and at Asbury Seminary helped to create the complementary tools and frameworks outlined in the video series.

## **The results speak for themselves, as organizations who have leveraged this framework have indicated that they see:**

- 20% increase in employee engagement/ownership
- 21% overall revenue increase and profitability
- 26% increase in cultural health and productivity

*Taken from the Five Capitals Annual survey of all it's clients and customers.*

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## The Assessment

The Prioritized Leader Assessment consists of fifty (50) likert scale questions and five force rank questions. The assessment is designed to be completed in one setting and will take participants approximately 15 minutes to complete.

## The Report

The report gives participants a clear framework to better understand what priorities need to be at the top, their level of strength within each priority and suggested next steps to grow their leadership and is broken down into five (5) sections that help modern leaders evolve their skills. **In particular, the report includes:**

- Introduction and Framework Overview
- Revealing the Order of your capitals
- Results Deep Dive into the 5 Ps of Leadership
- Action Plan Exercises and Go Forward Plan
- Conclusion and Suggested Next Steps

## Testimonials

*“Without The Prioritized Leader Suite, there's a good chance we'd still be stuck like we were in January of 2015. The Prioritized Leader tools and frameworks (combined with first class coaching) unlocked the insights and behaviours needed to get us back on track. We are more focused, aligned and disciplined than we have ever been. I tell everyone I can about what Five Priorities has done for us.”*

**-Wade Lombard, Founder & CEO  
Square Cow Moovers**

*“The Prioritized Leader Suite offered simple, yet profound, leadership concepts, which instantly brought clarity, insight and understanding as to why so much conflict was happening within the company. Suddenly, we had incredible team-clarity, a shared common language and (after working through the Five Priorities) what needed to happen to get us all on the same page.”*

**-Tim Urmston, Co-Founder & CEO  
The Seek Company**

*“Where we previously felt confused and frustrated, we now are aligned, energized and focused - I enjoy leading my “new” team. Although my business was my primary reason for the coaching, I'm a way better leader. After working through my “The Prioritized Leader Report,” every week I'm now engaging with the videos and workbook, which is enabling me to take new ground in all five of the priorities both for me and my business.”*

**-Scot Sustad, CEO  
Digital Hot Sauce Inc.**



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## Who It's For

The Prioritized Leader assessment is not designed for everyone. **In particular, this assessment, report, and associated training programs are design for three specific types of leaders:**

- Leaders who desire to be more effective, healthy and influential
- Future leaders who may have influence today, but aren't in a formal leadership position yet
- Leaders who wants to be more purposeful, disciplined and impactful

## How to Get It

Only Master Certified Prioritized Leader Consultants are authorized to distribute and consult with you on The Prioritized Leader.

**Master Certified Prioritized Leader Consultants are uniquely able to:**

- Help you build a pipeline of future leaders through The Prioritized Leader model
- Gain insight into the strengths, weaknesses and blindspots of their priorities that are actually sabotaging the results they want to see.
- Recalibrate their personal focus and organizational alignment - Increasing confidence, productivity and efficiency.
- Connect with new leadership tools and frameworks — designed to increase the overall health, productivity and profitability of the organization.
- Assist you in identifying and letting go of negative response patterns and destructive leadership behaviors as well as clearly articulating what you are doing well, and why, to continue these positive behaviors.
- Increase team clarity, alignment, focus and movement within the organization.

