

# Our Approach

## Parallel Paths to Positive Change

### PEOPLE

Look at you  
and your team  
as leaders

Identify **SMALL SHIFTS** to  
create collaborative leaders

- Engage Individuals
- Uncover Possibilities
- Seek Alignment
- Provide Guidance
- Practice & Integrate Shifts in Behavior

### BUSINESS

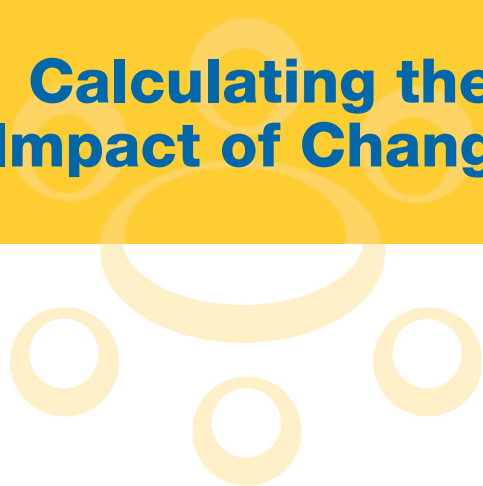
Take a  
strategic look  
at your business

Identify **BIG SHIFTS** to  
improve culture and create profit

- Clarify Vision, Mission & Values
- Uncover Opportunities & Leverage Strengths
- Set Performance Measurements & Goals
- Allocate Resources & Execute
- Create Ongoing Feedback Loop

Positive Change  
= ROI

# Calculating the Impact of Change



Areas of Concern	\$ Value of Change
1.	
2.	
3.	
4.	
5.	

Estimated Value \_\_\_\_\_

Investment in SoundBoard \_\_\_\_\_

Potential ROI \_\_\_\_\_

