

# Catalog of Services

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VALID FOR:  
2024



**THE  
DISRUPTIVE  
ELEMENT**

7900 International Drive  
#300  
Minneapolis, MN 55425  
phone: 844.438.3477  
[thedisruptiveelement.com](http://thedisruptiveelement.com)

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2024

To Whom It May Concern:

We are proud to provide you with our Catalog of Services so that you can better understand the breadth and depth of what The Disruptive Element has to offer.

We would be delighted to discuss any and all of the following services at your convenience.

Let us know if you have questions. Looking forward to igniting potential within your company!

Paula Winkler  
CEO

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I G N I T I N G P O T E N T I A L

## Our Company

The Disruptive Element (TDE) is a leadership performance company that helps businesses identify and ignite potential in their people. Our progressive methodology aligns personal transformation with business priorities — deepening engagement, unleashing performance, and creating the kind of culture and company you truly want.

### **We are talent whisperers.**

Savvy companies want to cultivate leadership skills AND increase wellbeing in their top talent. The Disruptive Element has cracked the code.

### **We engage the whole person.**

Our breakthrough approach combines empathy and neuroscience to connect people's behavior, brains, and hearts to create sustainable change.

### **We convert potential to impact.**

We help businesses identify and invest in the high-impact individuals and teams who have critical roles, significant influence, and untapped capacity to drive exponential growth.

### **We believe brain sciences help solve business problems.**

Changes need to be made within each individual before change can be instilled at an organizational/team level. We know how to make real CHANGE and change that sticks.

## Relevant Credentials

Our team provides an extensive collection of qualifications to include but are not limited to:

- 20+ years of executive/senior leadership and change experience (we've sat in your seats)
- 15+ years of leadership and team development with demonstrated results
- 15+ years of design/implementation of Organization Development services
- Advanced degrees in Organization Development
- Certified brain-based business coaches

*The Disruptive Element is a women owned business.*

## Our Services

It's time to get disruptive. Whether you're struggling with persistent issues or ready to go from good to great, it pays to strategically invest in your talent. Let The Disruptive Element help you see — and act on — the next right step.

The team TDE service offerings are scaled to solve complex organizational or business challenges, or cultivate meaningful, transformation/growth for the individual, group, or team.

We structure our services in three categories:



### SOLUTIONS FOR ORGANIZATIONS

We use human-centered insights and strategies to solve complex organizational and business challenges. We help you align performance with clear company goals to unleash tremendous energy, potential and value.



### SOLUTIONS FOR INDIVIDUALS & GROUPS

We bring a laser focus on human behavior, group dynamics and the make-or-break influence of our amazing brains. Our master coaches have a been-there-done-that perspective to ensure shifts.



### SIGNATURE PROGRAMS & EVENTS

Millennials. Perennials. Emerging women leaders. Our game-changing cohort programs are powerful ways to unleash individual capacity in a transformative and supportive group experience.

See appendix for our flyers of these services

*"This idea – disruptive – is often unwelcome.  
But some disruption can be a positive  
– even vital – catalyst for change.  
It can challenge old assumptions and uncover  
new possibilities." Melinda Gates*



# SUMMARY OF CAPABILITIES

## CAPABILITIES STATEMENT

www.thedisruptiveelement.com



### CONTACT INFORMATION

#### PAULA WINKLER

Courageous Engagement Officer (CEO)  
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### CORE COMPETENCIES

- Organizational, System & Culture Change Initiatives
- 1:1 Leadership Coaching
- High Potential Cohort Programs
- Team Optimization & Alignment

### DIFFERENTIATORS

- C-level business AND coaching expertise
- Whole-person approach grounded in neuroscience
- Proven impact in Fortune 50 businesses at individual and organization level
- Authentic, approachable, inspiring engagements
- Experiential cohort programs for transformative impact

### BUSINESS DETAILS

- NAICS Codes: 611430 – PRIMARY (541611, 541612, 541618, 541990)
- CAGE No.: 7F5E3
- DUNS: 079894958
- Tax ID: 46-5749454



## Corporate Overview

The Disruptive Element is a leadership performance company that specializes in helping mid-sized companies and business units of large companies bring out the best in their people.

At a time when optimizing talent has become ever more critical, businesses need new ways to spark and sustain engagement and behavior change. Our model revolves around a nucleus of neuroscience—because change is an inside job. Our whole-person approach creates new connections between thoughts and actions and new alignment between personal and professional growth.

- Customized approaches to meet the specific needs of each person, team and organization
- Uncover thought patterns and untapped potential to improve collaboration and maximize business impact
- Discover why companies and C-suite leaders in a variety of industries work with us when they want a leading-edge approach to leadership and performance.

Progressive companies are driving extraordinary performance by viewing human capital as their most valuable business asset. The Disruptive Element exists to help you identify and actualize the very real potential that exists in your people and teams—using a breakthrough approach that engages the whole person. We transform potential into impact.

### KEY PARTNERS



**NeuroLeadership**  
INSTITUTE | MEMBER



The Leadership Circle®



**ThoughtAction**

### KEY CLIENTS

Medtronic	Ameriprise Financial	AIM Specialty Health
Allianz	Uponor	TCF Bank
Deluxe	Coloplast	Travelers
Be the Match	University of WI	United Health Group
US Bank	Hazelden Betty Ford	Optum
Prime Therapeutics	Blue KC	Concord USA



## SOLUTIONS FOR ORGANIZATIONS

# Organizational Development

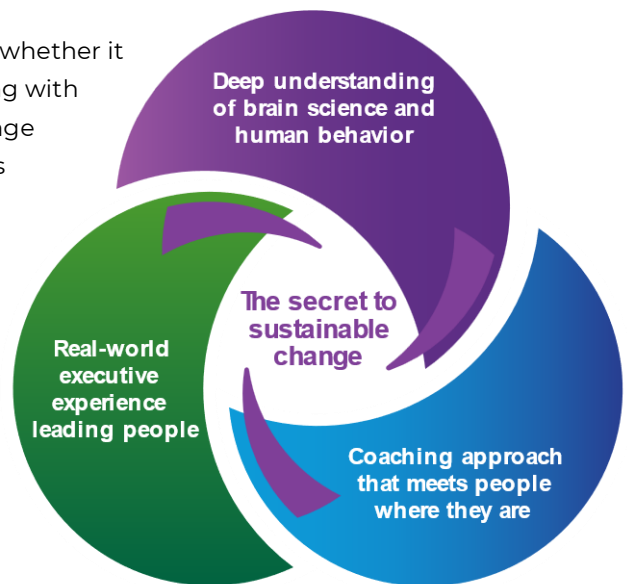
## ORG | SYSTEM | CULTURE CHANGE INITIATIVE SERVICES

### Overall Change Approach

TDE's overall philosophy is to raise self-awareness in ways that help clients understand where they need to focus their efforts to drive their desired results. At the end of the day, we are about raising engagement and performance in your organization that is sustainable.

Successfully driving any shift in the organization, whether it is successfully navigating change or re-connecting with employees, is critical to go beyond standard change models and truly understand and address what is driving desired or undesired behaviors.

Focus on promoting more desired behaviors and giving new options to undesired behaviors will ultimately change the performance and culture within an organization. This is where we shine – helping you determine focus areas that produce generative results with integrated execution plans based on brain science to raise engagement and performance.



Many transformational efforts leverage change frameworks. ***Our approach allows us to take the best these change frameworks offer AND supplement what they lack by integrating an adaptive and brain science-based approach.*** This means that we first determine what is needed to move engagement and performance to the next level, and then work to implement the needed changes with any change framework and/or hybrid model. This ensures we are focused on the end result versus implementation of a new process. In other words, we connect the why with the how enabling the heart and mind to connect – this is the only way change happens and is sustainable.

Change frameworks TDE has integrated with:

- ADKAR
- Bridges Transition Model
- Lewin
- McKinsey 7-S
- The Kübler-Ross Model
- Satir Change Model



## Solutions/Options

Change and Organizational Design efforts can vary widely based on desired result, timing, resource requirements, etc. TDE is prepared to discuss simple options to start making an immediate impact while assessing and determining all future needs. We are extremely effective in assessing information in a way that allows forward movement without analysis paralysis or overengineering plans that may never come to fruition.

To better understand our value, here is a list of items that TDE does not subscribe to or provide as part of our impact:

- We will not conduct large, ongoing, stat heavy assessment tools and reports. While we have tools to help us quickly and efficiently determine where simple but substantial impacts can be made, we have found that too many consulting firms spend your time and money producing more data and analysis than is needed. We are very capable in integrating tools your organization has or is using.
- We will not produce large PowerPoint presentations that have so much information that it is hard to know what to focus on. Instead we will present a streamlined document with robust conversations that allow us to co-create the desired state as a team.
- We will not create excessively large project plans or strategy binders that are not practical or useful. Again, we will create meaningful, integrated, and practical plans and strategies that allow consistent, progressive movement to achieve mutually aligned results.

### **Options for engagement include but are not limited to:**

- Strategy definition and alignment
- Organization design
- Communication strategy development and roll-out
- Change assessment
- OCM planning, development, implementation
- Talent assessment and development planning
- Reward and recognition planning, refinement, and implementation
- Process optimization
- Value-chain analysis and optimization

The Disruptive Element will also partner with existing internal organizations or strategic partners for large-scale efforts.

Organization Development and Change efforts can be done on a fixed bid and hourly basis dependent on scale, effort, and deliverables needed.



## SOLUTIONS FOR INDIVIDUALS & GROUPS

# Leadership Development/Coaching for Growth

### Overall Approach

Too often ordinary “learning and development” programs fall short or fall flat.

At The Disruptive Element, we bring a laser focus on human behavior, group dynamics and the make-or-break influence of our amazing brains. Because change (of any kind, at any level) is ultimately an inside job, we start with the individual. Yet the real magic happens when a team, group or cohort comes together to learn and grow together.

We’ve learned from experience how to create game-changing offerings that are meaningful to individuals AND impactful for the company. Let’s face it, so much of human behavior is auto pilot and unconscious. We disrupt those patterns by taking people out of their environment and ruts, and into a new space where they can rediscover their elemental self and find their courageous edge. Our programs take advantage of amazing places and integrate practical, real-life scenarios to learn, connect and apply at an individual level. Participants feel like the program is designed just for them while experiencing the benefits of true community.

Don’t see a program to specifically meet your needs from our Signature Programs or Events list? Just contact us to begin a dialogue to craft a solution to meet your desired needs.

## Signature Programs

### In HER Element

In Her Element is a transformative development program for women that combines mindfulness and neuroscience with 1:1 coaching and a supportive group. Gain insight and confidence to be your best self. The following objectives are the foundation of the program:

- Support, develop and empower women leaders
- Help women leaders find their authentic voice
- Strengthen women’s influence at all levels
- Explore leadership that truly makes a difference
- Create a community of advocates and partners
- Advance individual courage and belonging

#### The package includes:

- Discovery session between coach and coachee to identify and prioritize the coaching goals
- Four (4) group coaching sessions with cohort to gain deeper individual insights and apply them to coaching goals
- Four (4) individual coaching session to discuss, explore, and apply to specific individual goals and application
- Kick-off and Final Debrief sessions with cohort
- Community and connection with cohort and IHE alum

## In OUR Element

In Our Element is a breakthrough development program for senior teams that combines neuroscience, critical path mapping and 1:1 coaching to create unprecedented momentum and effectiveness.

In Our Element is the high-impact answer to common organizational and talent challenges:

- Creating trust and alignment in a new or evolving leadership team
- Transforming high-performing individuals into a cohesive, collaborative group
- Driving individual and collective efforts toward a critical milestone or goal
- Removing barriers and jump-starting traction in high-stakes project teams
- Creating individual ownership and accountability for shared outcomes

### The package includes:

- Discovery session between coach and coachee to identify and prioritize the coaching goals (both individual and/or team)
- Four (4) group coaching sessions with cohort to gain deeper individual insights and apply them to coaching goals
- Four (4) individual coaching session to discuss, explore, and apply to specific individual goals and application
- Kick-off and Final Debrief sessions with cohort
- Community and connection with cohort

## POWER 10

The POWER 10 Program drives focus, efficiency, commitment, and sustainable momentum with the guidance of a coach (coxswain) for existing projects.

A Power Ten is an all-out effort in a rowing race where every stroke counts. In reality, it's hard to maintain 100% effort for the entire race. The coxswain reminds the crew what is needed to get the team across the finish line first and with energy. This program is perfect for:

- New leaders looking to establish, engage and build healthy teams
- Teams re-engaging in the "new working environment" - whether transitioning from virtual to face-to-face or simply still trying to be effective in a virtual environment
- Teams needing to complete a specific set of objectives by year-end and struggle with focus, discipline, or structure
- Teams with a history of tension
- Leaders looking to develop individuals and build teams while also meeting objectives and project deliverables

### Key Elements:

- Define and power towards specific 90-day goal
- Selection process to identify right candidates with right coaches (6-10 participants on a team)
- POWER 10 team formed and works with coach to meet goal more effectively, efficiently, and with higher trust

- Focus: project/challenge, supporting each other, accountability, results, and new level of conversation
- Identifying meaningful work (specific project/challenge with measurable results and timeline) prior to kick-off of POWER 10 Group
- Framework used to create a new, practical approach to increase accountability and drive change
- Brain Science incorporated throughout for deeper personal connections to individual actions and results
- Each group session is led by an executive coach with business experience to help facilitate real results and coaching accountability
- Each participant is provided with 2 individual coaching sessions to help increase connection between personal thoughts and actions to sustainable results

## Leadership Labs

Tired of spending time and money on training that does not yield the results in performance you need? Stretched too thin to appropriately deal with what is really getting in the way of advancing core leadership skills? Need scalable help that is cost affordable? Then Leadership Labs are your solution!

Leadership Labs are practical group sessions that use brain science to learn and apply leadership skills.

- Elevate leadership competencies with a practical, hands-on environment for testing and applying new skills
- Configurable lab sessions equipping and advancing leadership competencies (i.e., performance management, effective communication, relationship management)
- Labs can be stand-alone or combined to make a series
- Labs have a maximum of 12 participants for deeper connections and real-world application
- Run by executive coaches with leadership experience

## REFUEL! FOR TEAMS

Recharging your team is needed more than ever. **REFUEL! FOR TEAMS** makes that happen. Employees and leaders are being asked to do more with less. Over time, resources begin losing engagement and energy towards their work. Leaders, are you looking for a better way to support your team and raise energy in these difficult times? **REFUEL! FOR TEAMS** is for any intact team or group of individuals needing REFUELing.

**REFUEL! FOR TEAMS** raises energy, amplifies connection, and helps bring the team together in a new way and collaboratively builds individual and group energy!

- Any size team/group can participate
- Group sessions limited to 10 individuals
- Multiple sessions can run concurrently

Leaders and teams work together to REFUEL energy levels and gain ongoing tools to weather highs and lows.

- Collaborate to uncover our individual 'fuel tanks'
- Share sources of energy for insights and what is needed going forward
- Gather as a team for two 2-hour sessions
- Integrate with individual 1:1 coaching session
- Participate virtually from anywhere in the world!

## UNBOX

UNBOX is a breakthrough approach to individual and team growth. UNBOX is a new way to ignite potential. In You. In Your Team. From the moment you discover the UNBOX on your doorstep, a new journey is opened. It begins with an introspective self-paced individual exploration and culminates in a virtual group coaching experience. Get ready to UNBOX potential!

This is for leaders craving new options to provide:

- Development of skills when budgets are tight
- Recognition to employees with an innovative and mutually beneficial solution
- Practical and fun team development that does not require days away from the office

Every 3-4 weeks participants will receive an UNBOX at their door (3 UNBOXes total for series – different series available)

- Each UNBOX builds upon the last throughout the series
- Inside are brain-centered tools to help with pausing, considering new approaches, new choices, and new solutions

Each UNBOX includes an item from each of these four elements:

- **FUN:** Joy and laughter is a necessity for a healthy brain and body. It's as important as food and nutrition.
- **LOCAL/SMALL BUSINESS SUPPORT:** Selected based upon theme, whether they are in our community or yours. A simple way to continue giving back.
- **GROWTH:** Deepening awareness, expanding learning, and applying through practical exercises.
- **COMMUNITY:** Fostering connection, encouraging a sense of belonging and reassurance fight the devastation of isolation. We are better together. Each participant will be part of a group coaching cohort and virtual gatherings with like-minded people.

## Destination Element

Sometimes you need to truly get out of your element in order to unplug and focus. Our Destination Element programs do just that...take you to places locally and around the globe to enable focus and growth.

Our Destination Element programs are designed with a specific purpose and matched to a location on the planet that allows the participant to be in the moment in an area that helps further the connections and integration of the key goals of the program. Our open enrollment programs vary each year and have limited availability. We also conduct exclusive private Destination Element programs for organizations/teams needing a customized and impactful experience just for them.

Our Destination Element programs are not a vacation; however, you will feel energized and refreshed after your return because they are:

- Practical, relevant, and engaging
- Conducted in amazing locations with extraordinary lodging and food
- Inclusive of 'signature events' developed specifically for our programs that integrate local culture with a truly one-of-a-kind experience
- Led by former executives and executive coaches that really understand the need to disconnect and ensure time away is meaningful
- Enabling of personal and professional growth in a small group setting

## Interactive Speaking/Group Sessions

Progressive companies are driving extraordinary performance through practical, 90-minute interactive sessions that play equally well across groups with diverse backgrounds and focus.

### Key Elements:

- Each session runs 1.5-hours. Can be expanded for a more robust group session if desired.
- Sessions will be interactive, engaging, and relevant.
- Lead by executive coaches with practical business leadership backgrounds.
- Participants walk away tools and practical application of new methods to help them realize and move through change more effectively within themselves and their organization.
- Provide a space for further connection / community.

## COACHING

Even born leaders can use help taking their influence and impact to the next level. Our master coaches bring a been-there-done-that perspective to ensure meaningful shifts.

### All Coaching Programs

We know that connection matters. We have an intentional matching process that helps ensure that both the coach and the coachee feel this is a good fit - because a good fit helps move forward with the highest level of confidence and results.

While most organizations understand the value of coaching at the executive level, TDE is looking to change the business world by providing coaching at price points for all levels with an organization. Sample coaching engagements:

### 1. Individual

- Executive level coaching (performed only with coaches who are former executives)
- Senior level coaching
- Manager level coaching
- Performance coaching
- Succession plan coaching

### 2. Team/Group coaching

- Newly formed team coaching
- Project team specific coaching
- Executive team coaching
- Senior leadership team coaching

### 3. Total Rewards

- Reward and Recognition
- High potential Performers
- Succession Planning
- Large-scale change efforts

## Individual Coaching

Whether it is executive level, personal transformation/growth, or performance advancement, we provide the needed coaching and support to help any individual get to where they want to go. Goals are set using a brain-based approach to help drive what is really needed and desired from the coachee. Hourly and fixed fee packages are both available.

Typical individual coaching engagement:

- Individual coaching for 6 months, with the option to gather direct feedback through interviewing up to 10 people, gathering themes from those interviews and integrating into the coaching.

The following objectives will be the foundation of the program:

- Understand desired results and the impact of achieving those results. Ensure alignment with direct leader/sponsor if appropriate.
- Raise self-awareness to identify patterns of thinking and behavior that lead to the current results/outcomes. Raise awareness of which patterns are helpful and which get in the way of achieving the desired results.
- Integrate feedback from self and others into a coaching plan and action accordingly.

**The package includes:**

- Discovery session between coach and coachee identify and prioritize the coaching goals.
- Alignment session with coachee, coachee's leader or sponsor, and coach to ensure agreement with coaching goals and success criteria (if applicable).
- Interview up to 10 people to gather feedback/ themes or administration/integration of 360-degree feedback.
- Development of a coaching plan to guide action and accountability.
- 6 months of individual coaching sessions to provide a safe and supportive environment, tools for development, and integration of insights into action.
- Practical work in the area of speaking/presenting at an executive level from coaches who are also former executives.
- Mid-point and final debrief sessions between coachee, coachee's leader or sponsor and coach to ensure objectives are met (if applicable).

**Group/Team Coaching**

If you are really looking to identify and change critical behaviors to ensure the utmost success with a group or team, then coaching is key. We work with your group or team in both joint and individual sessions with any engagement. We create and provide individual experience and value add regardless of the size of the group.


**Total Rewards**

What could be possible if you were to offer something really different and powerful to your employees as part of a Total Rewards package for your company? The Disruptive Element will partner with you to operate a Total Rewards offering that allows leaders/peers to offer coaching as a form of gratitude and recognition.



# APPENDIX





The future of work is here.

And it's getting personal.

It doesn't matter what industry you're in.  
**Most business issues boil down to people.**

The Disruptive Element is a leadership performance company that helps businesses identify and ignite potential in their people.

Our progressive methodology aligns personal transformation with business priorities — deepening engagement, unleashing performance and creating the kind of culture and company you truly want.

**We are talent whisperers.**

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**We convert potential to impact.**

We help businesses identify and invest in the high-impact individuals and teams who have critical roles, significant influence and untapped capacity to drive exponential growth.

**It's time to get disruptive.**

Whether you're struggling with persistent issues or ready to go from good to great, it pays to strategically invest in your talent. Let The Disruptive Element help you see — and act on — the next right step.



**ORG | SYSTEM | CULTURE CHANGE INITIATIVES**

Are your change efforts supporting — or thwarting — the outcomes you seek? Our team brings deep expertise and mountain-moving mastery to complex Organization Development (OD) assignments.



**LEADERSHIP COACHING FOR GROWTH**

Even born leaders can use help taking their influence and impact to the next level. Our master coaches bring been-there-done-that perspective to ensure shifts.



**SIGNATURE PROGRAMS & EVENTS**

Millennials. Perennials. Emerging women leaders. Our game-changing cohort programs are a powerful way to unleash individual capacity in a transformative and supportive group experience.



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There's a sweet spot in the middle where untapped value resides. The Disruptive Element is pioneering the space where human potential and business benefit intersect.

Our transformative whole-person approach brings engagement, alignment and measurable organizational impact.

Coaching, Leadership Development & Organizational Design/Dev.

Engagement & Performance

Employee Wellness/Wellbeing + Personal Growth/Development

**Igniting potential**

# WE MAKE ORG CHANGE SUSTAINABLE

You're in transition and need help.  
But from who?

*A big consulting firm that may bring  
(or charge) more than is needed?  
Or be less than flexible?*

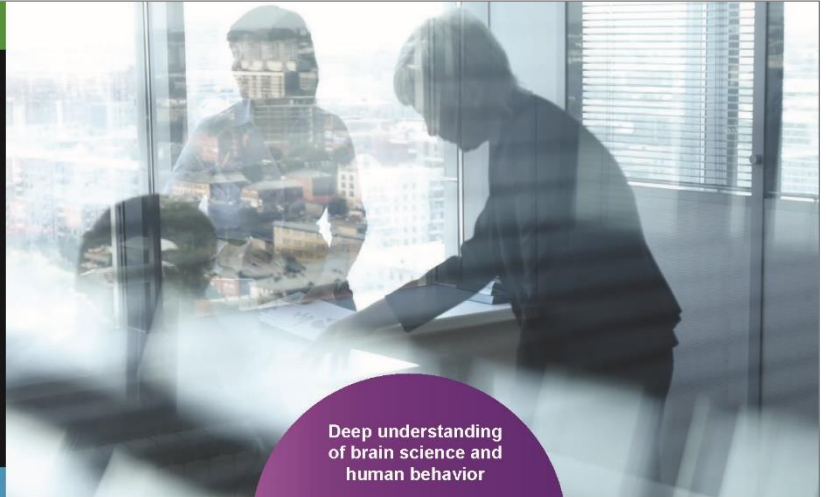
*A solo advisor who may not have the  
capacity to wrangle the complexity or  
take the work to scale?*

*How can you trust that you're going to  
get the insanely practical tools and  
solutions you really need?*

The Disruptive Element (TDE) specializes in serving leaders facing change who want a thoughtful, right-sized approach that aligns with their resources and goals — and adapts to the inevitable twists and turns that change always brings.



[thedisruptiveelement.com](http://thedisruptiveelement.com)



*TDE brings a unique POV and skill set to solve complex organizational and business challenges.*

## Why TDE?

- We focus on practical actions that have quick and meaningful impact, then build and expand from there.
- We can execute and drive change at scale, yet have a very human, down-to-earth way of doing it.
- We're flexible, nimble and committed to forging partnerships — and genuinely invested in your success.

*"TDE came in and translated chaos into a clear vision that felt attainable for everyone in the organization. Using their own executive experience plus solid change practices and coaching, they created impact across the entire company. There is no way I would have been able to move us where we needed to go without them by my side."*

Executive Leader, The Imagine Group



# 70%

## of change efforts fail, and here's why:

Our brains are designed to resist change. Yet our businesses require it — especially in today's transition-ridden environment.

## Get it right the first time

At TDE we work with and around the brain to make sustainable change. Our pragmatic approach creates clarity, stability and results.

We'd love to hear your organizational challenges and aspirations — where you're excelling and where you're getting stuck.

Bring us your stickiest issue and we'll give you a complimentary 45-minute Insight Session with some fresh takes and disruptive perspectives.

*"We had a change cycle in place and a process to follow, but we needed someone to put a people-first lens on it and pull everything together. TDE did exactly that."*

Senior Executive, BCBS of Kansas City



# THE DISRUPTIVE ELEMENT

[thedisruptiveelement.com](http://thedisruptiveelement.com)



## WHAT WE DO (IN A NUTSHELL)

### Organization Development

We measurably improve effectiveness and performance in your organization through a coaching approach that builds individual and interpersonal awareness and aligns heart and head.

### Change Management

We dive directly into cultural dynamics and the determinants of personal and group behavior to optimize the outcome of high-stakes events like restructurings, mergers and acquisitions.

## WHAT WE DO (THE LAUNDRY LIST)

- Strategy definition and alignment
- Organization design
- Communication strategy development and roll-out
- Change assessment
- OCM planning, development, implementation
- Talent assessment and development planning
- Reward and recognition planning, refinement and implementation
- Process optimization
- Value-chain analysis and optimization

**The bottom line:** While we are well-versed in the typical OD/CM projects and programs, we never come in with a pre-packaged solution. Instead, we bring a coaching approach to dig into your very specific needs, conditions and desired outcomes and devise appropriate strategies and doable plans to achieve meaningful-to-you results.

## WHAT WE DON'T DO (CONSIDER YOURSELF FOREWARNED)

- Endless expensive assessments, research and reports
- Dense slide decks that drown you in details and data
- Overwhelming project plans and vast strategy binders

**The bottom line:** Too many consulting firms spend your time and money producing more documents and analysis than is needed. As former executives, we're more focused on outcomes than process and paper.

Call us at 844-438-3477 or email [hello@thedisruptiveelement.com](mailto:hello@thedisruptiveelement.com) to start the conversation.

# IN HER ELEMENT

In Her Element is a transformative development program for women that combines mindfulness and neuroscience with 1:1 coaching and a supportive group. Gain insight and confidence to be your best self.

## Program Overview

Women make up

**47%** of the workforce in the United States

**&** are consistently ranked higher in potential than men in

**75%** of critical leadership competencies

**Yet...** lack the confidence to pursue a job opportunity beyond their experience

**7 out of 10** believe they are under more pressure than men to conform

**67%** say they needed more support building confidence to feel like they can be leaders

### What ?

**This unique, eight- to nine-month cohort program motivates and inspires women leaders individually and collectively through:**

- Peer, individual and leader pre-interviews that identify areas of focus
- Group sessions that lay the program foundation
- One-on-one coaching that fosters development

### Why ?

**In Her Element is for you if you want to:**

- Support, develop and empower women leaders
- Help women leaders find their authentic voice
- Strengthen women's influence at all levels
- Explore leadership that truly makes a difference
- Create a community of advocates and partners
- Advance individual courage and belonging

### How?

Contact The Disruptive Element today for a custom quote and discover how to challenge your organizational assumptions, uncover the possibilities of your female leaders and develop business women who make a difference in your organization and in their own careers.



[thedisruptiveelement.com](http://thedisruptiveelement.com)

### Testimonials

*"In Her Element increased my awareness about my core needs and I now know where I need to focus to elevate my future work."*

*"I walked in thinking this was going to be another leadership development program. It's so much more than that. In Her Element is an innovative program that will help you reach your true potential!"*

*"The group work combined with the coaching allowed me to make this a personal program. Ending the program is the toughest part!"*



# IN HER ELEMENT

In Her Element is a transformative development program for women that combines mindfulness and neuroscience with 1:1 coaching and a supportive group. Gain insight and confidence to be your best self.



## Journey Map

### 1. Setting the Stage

Work 1:1 with a coach to help determine an initial focus area (sample focus areas include increased confidence, next steps in career, or a specific problem area).

### 2. Increase Awareness

We begin the journey by uncovering your existing thought patterns and how you use them to make choices that ultimately affect your desired results.

### 3. Roadmap to Results

Uncover your thought processes in this second session into a set of prioritized and effective execution steps to achieve your desired results.

### 4. Unlock your Personal Brand

In this third session begin the process of defining, refining, and living your personal brand.

### 5. The Power of Presence

In this last session, discover the power within to be fully present in every aspect of your life.

### 6. Final Debrief

Review the journey taken, key insights, specific application of results and what is needed for sustainability.

Celebrate!

MONTH 1

MONTH 8



[thedisruptiveelement.com](http://thedisruptiveelement.com)

### Educate

Understand how your brain works and why these areas of focus are critical.

### Connect

Each focus area is uniquely tied to your objectives and 1:1 coaching enhances personal connection to facilitate further development.

### Apply

Translate insights and connections immediately into new actions. Each practicum builds upon the last for a fully integrative, sustainable result for you!

Unlock capacity and collaboration

# IN OUR ELEMENT

In Our Element is a breakthrough development program for senior teams that combines neuroscience, critical path mapping and 1:1 coaching to create unprecedented momentum and effectiveness.

In Our Element is the high-impact answer to common organizational and talent challenges:

- Creating trust and alignment in a new or evolving leadership team.
- Transforming high-performing individuals into a cohesive, collaborative group.
- Driving individual and collective efforts toward a critical milestone or goal.
- Removing barriers and jump-starting traction in high-stakes project teams.
- Creating individual ownership and accountability for shared outcomes.

in your senior leaders and teams.

*Compared with people at low-trust companies, people at high-trust companies report:\**

**74%**  
Less Stress

**50%**  
Higher  
Productivity

**106%**  
More Energy  
at Work

**76%**  
More  
Engagement

**40%**  
Less Burnout

**13%**  
Fewer Sick Days

**29%**  
More Satisfaction with Their Lives

## Who?

This intensive, immersive program is specifically designed for senior and executive-level leadership teams, as well as cross-functional teams tasked to deliver on mission-critical projects or priorities.

## What?

**This unique cohort program builds leadership capacity and drives performance individually and collectively over the course of 6–9 months:**

- Peer, individual and leader pre-interviews identify areas of focus.
- Group practicum sessions lay the program foundation.
- 1:1 coaching increases engagement, accountability and growth.

## Intrigued?

Share your challenges and we can help you design a program to achieve and exceed your specific organizational objectives. Let us help you unleash the potential of your leaders and teams with a custom experience designed with your goals and ROI in mind.



**THE  
DISRUPTIVE  
ELEMENT**

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*"This is life-changing stuff. It literally changes the way people do life and do leadership."*

*"This program exceeded all my expectations. Yes, it was a significant investment of money and people's time, but it was so worth it."*

*"Working on different continents, we now understand each other and how we each show up and contribute as a global leadership team."*

\*HBR-Neuroscience of Trust



# IN OUR ELEMENT



## Journey Map

### 2. Understanding Brains and Behavior

Participants identify patterns, priorities & goals – and share relevant insights. **Builds self-awareness and appreciation of different styles and approaches.**

### 4. Tapping into 'Our Best'

Participants self-reflect and identify what it looks like when they are at their best. **Builds trust, connection and motivation to aspire.**

### 5. The Power of Presence

Participants learn the science behind mindfulness that can mitigate stress and increase leadership capacity. **Builds skills that help leaders become more focused, resilient and effective.**

### 1. Setting the Stage

Introducing In Our Element

### 3. Establishing the Critical Path Road Map

Participants collectively define the endgame and identify what is needed to either support or detract from the desired outcome. **Creates visibility, accountability and buy-in.**

### 6. Final Debrief

Making the changes sustainable.

**Celebrate!**

MONTH 1

MONTH 8



[thedisruptiveelement.com](http://thedisruptiveelement.com)

### Educate

Understand how your brain works and why these areas of focus are critical.

### Connect

Each focus area is uniquely tied to your teams objectives and 1:1 coaching provides insight, accountability and further development.

### Apply

Translate insights and connections immediately into new actions. Each practicum builds upon the last for a fully integrative, sustainable result!



# POWER 10 PROGRAM

Help your teams with change by giving them real work with a practical, team focused approach that opens up new conversations, new solutions, and new levels of accountability.

## Program Overview

The term "Power Ten" is used in reference to rowing and racing. Specifically, this term is often said by the coxswain to motivate a crew. A "Power Ten" is traditionally ten hard strokes of power. The coxswain often will count out each stroke for the crew.

A Power Ten is an all-out effort in a race where every stroke counts. In reality, it's hard to maintain 100% effort for the entire race. The coxswain reminds the crew:

- To row in unison. Variations in the stroke disrupt the boat and thus the speed
- To mentally commit and to keep focus
- To pull hard when they've become tired
- To move to gain and pass a competitor

*The POWER 10 Program drives focus, efficiency, commitment, and sustainable momentum with the guidance of a coach (coxswain) for short-term projects/efforts - especially in times of change or when results are not being met and something different is needed.*

### Summary

**Form Learning Communities focused on addressing current challenges**

- Define and power towards specific 90-day goal
- Selection process to identify right candidates with right coaches (6-10 participants on a team)
- POWER 10 team formed and works with coach to meet goal more effectively, efficiently, and with higher trust
- Focus: project/challenge, supporting each other, accountability, results, and new level of conversation

### Making it Real

- Identifying meaningful work (specific project/challenge with measurable results and timeline) prior to kick-off of POWER 10 Group
- Framework used to create a new, practical approach to increase accountability and drive change
- **Brain Science incorporated throughout for deeper, personal connections to individual actions and results**

### Coaching

- Each group session is led by an executive coach with business experience to help facilitate real results and coaching accountability
- Each participant is provided with 2 individual coaching sessions to help increase connection between personal thoughts and actions to sustainable results



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### Outcomes

- Project/ Challenge is successful as defined (specific measurement and timeline)
- POWER 10 Group community is formed – Community collaboration established
- Accountability practices established
- Leadership empowerment and enablement increased

# LEADERSHIP LABS

ACCELERATE SKILLS  
INCREASE CONFIDENCE  
PRODUCE RESULTS

## Development That Counts

Tired of spending time and money on training that does not yield the results in performance you need? Stretched too thin to appropriately deal with what is really getting in the way of advancing core leadership skills? Need scalable help that is cost affordable? Then Leadership Labs are your solution!



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### Use Brain Science to learn and apply leadership skills

- WHAT?**
- Elevate leadership competencies with a practical, hands-on environment for testing and applying new skills
  - Configurable lab sessions equipping and advancing leadership competencies (i.e. performance management, effective communication, relationship management)
  - Labs can be stand-alone or combined to make a series
  - Labs have a maximum of 12 participants for deeper connections and real-world application
  - Run by executive coaches with leadership experience

### Because nobody teaches this stuff

- WHY?**
- Accelerate skills that would otherwise take years to develop (if at all!)
    - Deeper connection to topics by uncovering and resolving what is really getting in the way
    - Discuss the 'undiscussables' in a safe environment
  - Increase confidence and ability in your leaders
  - Produce generative results by leaders setting the standard for acceptable behaviors

### Leaders or Individual contributors needing/seeking:

- WHO?**
- Increased ability with leadership competencies
  - New approach to dive deeper and 'crack the nut' on why they might be stuck
  - Foundational skills in leadership if newly promoted
  - Intermediate or advanced skills for increased responsibilities

### Safety goggles optional

Ready to give your leaders/employees an environment to learn and grow in a safe lab environment?

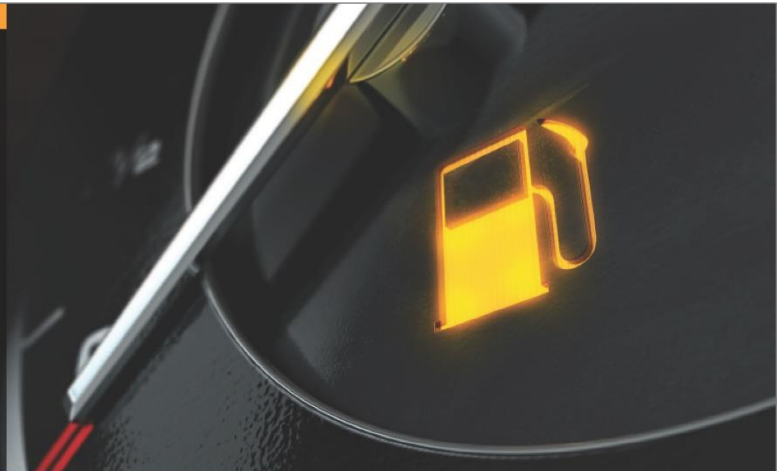
### Let's Chat!

[www.thedisruptiveelement.com/contact](http://www.thedisruptiveelement.com/contact)  
or Call (844) GET-DISR(UPTIVE)



# REFUEL! FOR TEAMS

RAISE ENERGY  
AMPLIFY CONNECTION  
ELEVATE SUPPORT



*“On average, 35% of the US workforce is now working from home (U.S. Bureau of Labor Statistics) and 77% of the total workforce is experiencing burnout!”*  
(Deloitte)

**Recharging your team is needed more than ever. REFUEL! for teams makes that happen.**

Employees and leaders are being asked to do more with less. Over time, resources begin losing engagement and energy towards their work.

Leaders, are you looking for a better way to support your team and raise energy in these difficult times? REFUEL! for teams helps bring the team together in a new way and collaboratively builds individual and group energy!

WHAT?

#### Work together as a team to REFUEL energy levels

- Collaborate to uncover our individual 'fuel tanks'
- Share sources of energy for insights and what is needed going forward
- Gather as a team for two 2-hour sessions
- Integrate with individual 1:1 coaching session
- Participate virtually from anywhere in the world!

WHY?

#### Brains need fuel!

- Loss of fuel = loss of motivation, innovation, problem solving, happiness
- Greater individual happiness leads to greater team happiness
- Raise teams' organic ability to support each other
- Provide leaders/teams with ongoing tools to weather highs and lows
- Have fun in the process!

WHO?

#### Any intact team or group of individuals needing REFUELing:

- Any size team/group can participate
- Group sessions limited to 10 individuals
- Multiple sessions can run concurrently



#### Contact us today to discuss options:

- Intact teams
- Project or cross-functional teams
- Bulk discounts

[www.thedisruptiveelement.com/contact](http://www.thedisruptiveelement.com/contact)  
or Call (844) GET-DISR(UPTIVE)

[thedisruptiveelement.com](http://thedisruptiveelement.com)

GET READY TO  
**UNBOX**  
YOUR POTENTIAL

ADVANCE GROWTH  
CULTIVATE CONNECTION  
SPARK INNOVATION

**UNBOX is a breakthrough approach to individual and team growth.**

UNBOX is a new way to ignite potential. In You. In Your Team. From the moment you discover the UNBOX on your doorstep, a new journey is opened. It begins with an introspective self-paced individual exploration and culminating in a virtual group coaching experience. Get ready to UNBOX potential!

**WHY?**

**Practical, cost affordable, fun development option**

**WHO?**

**Leaders craving new options to provide**

- Development of skills when budgets are tight
- Recognition to employees with an innovative and mutually beneficial solution
- Practical and fun team development that does not require days away from the office



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**WHAT?**

**The UNBOX is a 3-part series focused on igniting potential:**

- Every 3-4 weeks participants will receive an UNBOX at their door (3 UNBOXes total for series)
- Each UNBOX builds upon the last throughout the series
- Inside are brain-centered tools to help with pausing, considering new approaches, new choices, and new solutions.

**Each UNBOX include an item from each of these four elements:**

- **FUN:** Joy and laughter is a necessity for a healthy brain and body. It's as important as food and nutrition.
- **LOCAL/SMALL BUSINESS SUPPORT:** Selected based upon theme, whether they are in our community or yours. A simple way to continue giving back.
- **GROWTH:** Deepening awareness, expanding learning, and applying through practical exercises.
- **COMMUNITY:** Fostering connection, encouraging a sense of belonging and reassurance fight the devastation of isolation. We are better together. Each participant will be part of a group coaching cohort and virtual gatherings with like-minded people.



## KEY ELEMENTS

- ◆ Each session runs 1.5-hours. Can be expanded for a more robust group session if desired.
- ◆ Sessions will be interactive, engaging, and relevant.
- ◆ Lead by executive coaches with practical business leadership backgrounds.
- ◆ Participants walk away tools and practical application of new methods to help them realize and move through change more effectively within themselves and their organization.
- ◆ Provide a space for further connection / community.



## THE DISRUPTIVE ELEMENT

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## 2024 SPEAKING/GROUP SESSION OPTIONS

#	Title	Theme
1	PUT YOUR OWN MASK ON FIRST	Setting the conditions in which people want to give their best..It's personal! Putting you back in the driver's seat by 'putting your own mask on first'.
2	THRIVE... DON'T JUST SURVIVE!	Don't just survive...choose to thrive! With a simple shift in thinking, we have the individual and collective power to generate more energy and movement in the direction we desire.
3	WHAT'S THE VALUE OF VALUES?	Translate individual values into 3-5 key focus areas which are then converted to their 'pitch' statement
4	YES, I TALK TO MYSELF... AND IT HELPS! 😊	We all have self-talk. Is it helping us or hindering us? Deeper dive into our self-talk and to effectively choose the talk that moves us forward
5	MY PAST IS MY PRESENT	Understanding key elements of our past puts us in the driver's seat for our present. Deeper connection to helping activities, thoughts, and support from the past to bring forward.
6	ME, MYSELF, AND I: IS THAT ENOUGH?	Support systems are especially critical in times of change. Are we leveraging the right support systems for the right problems?
7	WHAT'S MY #HASHTAG?	How do we want to be seen and what do we want said about us - especially in tough times? Intentional focus on brand and not leaving it to chance.
8	WHAT MAKES ME A ROCKSTAR?	Have you ever had one of those moments where another person said to you: 'You are a Rockstar!' and how amazing it made you feel? What if you could create those moments for yourself, getting connected to exactly what makes you a rockstar? You absolutely can!
9	CURIOSITY DIDN'T KILL ANYTHING... OR DID IT?	We all know the power of being curious (rather than judgmental). Can we be too curious? Can it get in the way of decisiveness? Explore the polarity of balancing curiosity and decisiveness, getting the best of both in this VUCA world we live in.
10	EMPATHY CAN DO WHAT???	Did you know that empathy (given and received) does so much for us in a positive way for ongoing mental health and joy? Learn practical ways to create an empathetic mind and overcome burnout and increase joy!
11	LAUGHTER: A BODY BOOST WITH BENEFITS	Laughing gives us the same results as exercise, meditation, and personal connection all combined! Yet we don't do this enough. Let's explore the brain science of humor and how to make it a practical application in the work environment.
12	WHAT ME? BIASED?	Simply put - if we draw breath, we have bias. Let's explore the brain science of bias in order to better understand and accept that it exists. . . and explore practical ways to be intentional about mitigation.
13	MASTERING YOUR INNER IMPOSTER	Hello women... you are not a fraud! You deserve success without feeling like a fraud. Let's do a deeper dive into the brain science of limiting beliefs and get practical about letting them go!
14	YOU AND YOUR INNER CRITIC	Explore the impact of negative self-talk and get practical with the brain science of choosing a new way to talk to ourselves.
15	ARE WE LISTENING ANYMORE?	I think I've stopped listening, have we forgotten how? What's gotten in the way. Let's squash conflict and confusion and be intentional about opening up again.
16	3 C'S IN CONVERSATION	Transforming communication to conversation for true connection to elevate results, create new solutions, and increase brain capacity through Context, Curiosity and Co-Creation!

I G N I T I N G P O T E N T I A L



# LEADERSHIP COACHING FOR GROWTH

Even born leaders can use help taking their influence and impact to the next level. Our master coaches bring been-there-done-that perspective to ensure meaningful shifts.



## All Coaching Programs

We know that connection matters. We have an intentional matching process that helps ensure that both the coach and the coachee feel this is a good fit - because a good fit helps move forward with the highest level of confidence and results.



Self-Confidence by  
**80%**

Communication skills by  
**72%**

Work-life balance by  
**67%**

Overall performance by  
**70%**

Coaching paired with learning or training increases productivity and sustainability by 60%

## Individual Coaching

Whether it is executive level, personal transformation/growth, or performance advancement, we provide the needed coaching and support to help any individual get to where they want to go. Goals are set using a brain-based approach to help drive what is really needed and desired from the coachee. Hourly and fixed fee packages are both available.

## Group/Team Coaching

If you are really looking to identify and change critical behaviors to ensure the utmost success with a group or team, then coaching is key. We work with your group or team in both joint and individual sessions with any engagement. We create and provide individual experience and value add regardless of the size of the group.

## Total Rewards

What could be possible if you were to offer something really different and powerful to your employees as part of a Total Rewards package for your company? The Disruptive Element will partner with you to operate a Total Rewards offering that allows leaders/peers to offer coaching as a form of gratitude and recognition.



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## What change sounds like

*"The coaching I received through The Disruptive Element has had a profound impact on both my professional and personal life. My Coach created a safe environment for me to be vulnerable and encouraged me to see what I hadn't seen before. She provided excellent insight and a set of tools to allow me to gain a deeper understanding of my motivations and goals"*

*-Senior VP, Capella*