



Organizational Deep Dive Masterclass

Transform the Culture of your Organization.



EMPOWER YOUR ORGANIZATION

Unlock the Secrets to Sustainable Culture Transformation

Revamp Your Approach to Leadership

Are you risking the long-term growth and resilience of your organization by overlooking the investment in staff leadership development?

We Have A Solution!



Welcome to the Culture Transformation and Deep Dive Masterclass.

Your gateway to unlocking the secrets of:

- **Sustainable Culture Transformation**
- **Leadership Excellence**

This Masterclass is designed for an individual or small team to represent their organization and address some of its biggest challenges. This leader/team will be equipped to implement critical **STRATEGIES, TOOLS, AND THEORY** back into their organizational strategy and structure to help *Catalyst Transformational Change*.

Comprehensive Programing

Tailored to equip leaders and organizations with the tools and insights necessary to drive profound culture transformation through strategic leadership and staff development initiatives. We believe culture change is incumbent upon how people are developed within an organization. From cultivating deeper relationships, addressing conflict, fostering innovation and achieving superior outcomes, we'll guide you every step of the way.

DEEP DIVE MASTERCLASS TIMELINE

This masterclass is for leaders/organizations who deeply care about their leadership/staff development process and culture transformation. Participants must be willing to commit and be ready to apply the methodology taught.



AUG - SEPT

PHASE 01

Join us for a six-week online program focused on collaborative exploration, assessment, and experimentation of diverse strategies. Together, we'll craft a customized plan enriched with transformative theories to meet your organization's unique culture and staff development needs.

FEB-MAR

PHASE 03

The cohort reconvenes for 2 weeks, and individuals will give an accounting of their implementation process over the past 6 months.

OCT - JAN

PHASE 02

For the next 6 months, your transformational plan is brought back and implemented within your organization. Engage in a collaborative leadership network and receive ongoing support/resources from the Groundwork team.

Designed for Organizations Seeking To:

Elevate their leadership and staff development processes

Initiate a culture shift from within.

This program offers the roadmap to success.

PROGRAM EXPECTATIONS

Interactive Learning Journey

Embark on a 6-week virtual immersive experience, where you'll analyze, evaluate, and construct a tailored transformational process aligned with your organization's unique needs and objectives.

Optimal cohort sizes! Join forces with 15-20 other leaders who share your journey to refine staff leadership development strategies within your organizations. Collaborate with a diverse array of like-minded leaders across industries to cultivate innovative approaches within your cohort.

Hands-On Application

Bring your organization's strategic plan, including vision, mission, and values, along with current leadership/staff development processes. Through guided exercises and expert facilitation, you'll craft a roadmap for transformational change.

Access to Online Resources

Enjoy unlimited access to our comprehensive online platform through the duration of the masterclass, ensuring continuous learning and growth for you and your team members.

Critical Implementation Period

During Phase One, you will have the time to assess your current structures/strategies in order to make a compelling plan moving forward. Phase Two is a critical implementation period where you will be given 6 months to implement and iterate your plan. Our team will offer insight, tools, and strategic support from afar during this period. In addition to occasional impromptu gatherings to check in with fellow cohort members to share insight.

Discounted Rates for Additional Employees and Train the Trainer Models

Extend the benefits of our curriculum and offerings online to other employees within your organization with discounted rates, enabling broader access to valuable insights and resources. In addition, we offer train the trainer avenues to equip someone on your staff to be certified as a Rooted Framework trainer/discussion leader.

JOIN OUR DEEP DIVE MASTERCLASS

Cohort runs from August - January. Enrollment ends on May 31st.

Have a question? Email us at support@groundworkleadership.org

Limited Seats Available: Cohorts between 15-20

Deep Dive Masterclass

Phase One: Six-Weeks Assess & Build

Phase Two: 6 Months Implementation

Phase Three: 2-Weeks Assess & Report

- 6 live two hour virtual sessions with Dr. Chris Pineda
- Accountability groups & mentoring
- Intentional collaboration focus groups
- Design a cultural assessment for your organization to gather data
- Create an implementation strategy relying on Transformational Change theory for your leadership and staff development.
- Execute strategy and report on outcomes achieved

~~\$100,000+~~ **\$9,500**

Staff Leadership Development

Learn how to create a strong internal leadership development program from Chris Pineda, Founder of Groundwork Leadership

Course Outcomes

- Apply Transformational Change Theory to your own organizational culture and teams.
- Learn how to conduct an organizational assessment to best understand the culture and needs of your organization.
- Strategically design a process to either create or enhance your staff leadership development strategy.
- Intentionally experiment the strategy/process and gather data on your findings.

Part of a Certificate Program

Groundwork Leadership Deep Dive Certificate

COHORT LEARNING STRATEGIES

Evaluation Protocol, Theory, and Templates

Learn how to effectively evaluate and assess organizational culture and leadership development processes using proven methodologies and customizable templates.

Enhance your success potential with our optional comprehensive organizational assessment. This invaluable analysis provides essential data and expert recommendations to support the creation of enduring cultural transformations and process enhancements, elevating your chances of success. (Addition cost)

Transformational Process via our 7 Conditions

Explore our proprietary 7 Conditions framework, meticulously crafted and researched to guide organizations through the intricate process of sustainable culture transformation.

Structures, Systems, and Strategy for Culture Change

Delve into the foundational elements necessary for driving lasting culture change, including organizational structure alignment, system optimization, and strategic planning.

Action Learning

A cohort program with a focus on action learning holds immense power as it convenes regularly, tackles real organizational challenges as learning opportunities, and integrates various learning components seamlessly. Below are the key elements typically incorporated into our approach

- Hands on Learning Experiences
- Practical Projects
- Executive Coaching and Mentorship
- Reflective Writing Exercise
- Immersive Experiential Experiences and Simulation

THIS DEEP DIVE MASTERCLASS WILL HELP YOU

■ **Transformative Insight**

Gain deep insights into your organization's culture and leadership processes, setting the stage for transformative change.

■ **Sustainable Culture Evolution**

Implement a structured framework for lasting cultural evolution, optimizing organizational dynamics for growth and success.

■ **Collaborative Road Mapping**

Craft a customized roadmap for transformational change alongside a diverse cohort of leaders, leveraging collective wisdom and expertise.

■ **Continuous Development**

Access online resources for continuous learning and growth, empowering your team to stay ahead in a rapidly evolving landscape.

■ **Inclusive Learning Culture**

Foster an inclusive learning culture with discounted rates for additional employees, driving organizational excellence through shared knowledge.


■ **Internal Capacity Building**

Empower select individuals to lead ongoing development initiatives, building internal capacity and driving sustained growth.

Through our Deep Dive Masterclass, you will develop a strategic implementation strategy that will be catered to your organization and will experience transformative results that are specifically catered to your needs.

COMMON LEADERSHIP CHALLENGES


Developing the next generation of leaders is the top challenge for 55% of CEOs.



Are you facing challenges in formulating a clear vision and/or buy in for your organization?

Strongly Disagree 1 Disagree 2 Neither 3 Agree 4 Strongly Agree 5

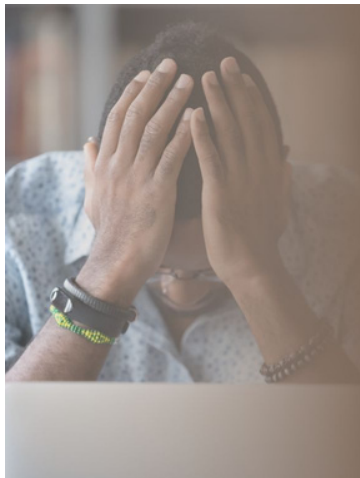
69% of Millennials are concerned that their workplace does not develop their leadership skills.



Does your organizational culture foster a sense of value among employees?

Strongly Disagree 1 Disagree 2 Neither 3 Agree 4 Strongly Agree 5

Less than 5% of companies have implemented leadership development across all levels.



Struggling to adapt to evolving workplace dynamics and trends?

Strongly Disagree 1 Disagree 2 Neither 3 Agree 4 Strongly Agree 5

OUR APPROACH

We understand the complex demands of leadership. We're dedicated to fostering transformational leaders across diverse sectors and organizations, providing you with the tools, programming, theory, resources, experiential knowledge, & what we believe is most important - a NETWORK of leaders.



Proven outcomes with lasting results from graduates

100%

Had fundamental sustainable changes within themselves and their leadership.

96%

Feel more equipped with tools to create transformational change within their organization.

100%

Reported more confident and capable as a leader.

*Survey results from Groundwork participants