

**WHAT IF**  
**YOU COULD**  
***DOUBLE***  
**YOUR TEAM'S**  
**INTELLIGENCE?**

LEARN HOW TO



WITH MULTIPLIERS.

**2023 SERVICES**

# THE FRAMEWORK

**DIMINISHERS** GET LESS  
THAN HALF OF THEIR  
PEOPLES' INTELLIGENCE.  
**MULTIPLIERS** GET MORE  
THAN **DOUBLE**

**DIMINISHERS** LOOK TO THEIR GENIUS **MULTIPLIERS** LOOK TO OTHERS

**SEE:**

**THE ASSUMPTION**

“People won’t figure it out without me”

**THE ASSUMPTION**

“People are smart and will figure it out”

**DO:**

**1. The Empire Builder**

Hoards resources and underutilizes talent

**1. The Talent Magnet**

Attracts talented people and uses them at their highest point of contribution

**2. The Tyrant**

Creates a tense environment that suppresses people’s thinking and capability

**2. The Liberator**

Creates an intense environment that requires people’s best thinking and work

**3. The Know-It-All**

Gives directives that showcase how much they know

**3. The Challenger**

Defines an opportunity that causes people to stretch

**4. The Decision Maker**

Makes centralized, abrupt decisions that confuse the organization

**4. The Debate Maker**

Drives sound decisions through rigorous debate

**5. The Micromanager**

Drives results through their personal involvement

**5. The Investor**

Gives other people ownership for results and invests in their success

**GET:**

The Result

<50%

The Result

2X

## **MULTIPLIERS** CAPTURE LATENT INTELLIGENCE

### THE IDEA

Are you a genius or a genius maker? We've all had experience with two dramatically different types of leaders. The first type drains intelligence, energy, and capability from the people around them and always needs to be the smartest person in the room. These are the idea killers, the energy sappers, the diminishers of talent and commitment. On the other side of the spectrum are leaders who use their intelligence to amplify the smarts and capabilities of the people around them. When these leaders walk into a room, light bulbs go off over people's heads; ideas flow and problems get solved. These are the leaders who inspire employees to stretch themselves and get more from other people. These are the Multipliers. And the world needs more of them, especially now when leaders are expected to do more with less. What could your organization accomplish with access to all the intelligence that sits inside it?

### THE KEYNOTE

In our interactive keynote and seminars, participants will develop a deep understanding of the research behind Multipliers and discover the resoundingly positive and profitable effect that Multipliers have on organizations – how they get more done with fewer resources and develop, attract, and retain talent, cultivating new ideas and energy to drive organizational change and innovation. Participants will get an overview of the five disciplines that distinguish Multipliers from other leaders and receive skill-building opportunities in areas where Multiplier leadership practices can practically and quickly be put to work inside the business.



**START WITH LANGUAGE** TO BUILD CULTURE

## THE SPEAKERS

Liz Wiseman, President of the Wiseman Group and former executive at Oracle Corporation, teaches leadership to executives and emerging leaders around the world. Liz has been listed on the Thinkers50 ranking and named as one of the top 10 leadership thinkers in the world.

She is the author of three best-selling books: *Multipliers: How the Best Leaders Make Everyone Smarter*, *Rookie Smarts: Why Learning Beats Knowing in the New Game of Work* and *The Multiplier Effect: Tapping the Genius Inside Our Schools*. Her research have been featured on Harvard Business Review, The Wall Street Journal, and Time magazines.

Liz lives in Menlo Park, California with her husband and four children who share her over-active curiosity and sense of adventure.

**KEYNOTE RATE: 50K + BUSINESS TRAVEL**



**LANGUAGE** LEGITIMIZES OUR ABILITY TO NAME DIMINISHING BEHAVIORS

## THE SPEAKERS

Shawn Vanderhoven is a Partner at the Wiseman Group and heads the leadership practice for senior executives and emerging leaders. He is a collaborator on the Second Edition and New York Times Bestseller *Multipliers: How the Best Leaders Make Everyone Smarter*. He consults with companies around the world on how to build a intelligence culture.

He has co-designed leadership development strategies with executives at leading brands like, Capital One, Deloitte, Google, Intel, LinkedIn, and Salesforce.

Before working in executive development, Shawn grew his family's software business by 30X. He lives in Menlo Park, California with his wife and three sons, where he researching how to build productive teams in a distracted era.

**KEYNOTE RATE: 25K + BUSINESS TRAVEL**





## KEYNOTE & WORKSHOP AGENDA

### 90-MINUTE AGENDA:

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1. *The Multiplier Effect + The Five Disciplines of Multipliers*
2. *The Accidental Diminisher – how we accidentally shut down intelligence despite our best intentions*
3. *Becoming a Multiplier – including experiments for participants to try on their own*

### 1/2- DAY WORKSHOP AGENDA:

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1. *The Multiplier Effect + The Five Disciplines of Multipliers (45-Minutes)*
2. *The Accidental Diminisher (45-Minutes)*
3. *The Art of the Question (60-Minutes)*

#### PICK 1

1. *Talent Magnet (60 Minutes)*
2. *Liberator (60 Minutes)*
3. *Challenger (60 Minutes)*
4. *Debate Maker (60 Minutes)*
5. *Investor (60 Minutes)*

# PLANNING FOR YOUR SESSION

## ENGAGEMENT AND OUTCOMES

ENGAGEMENT PHASES	WISEMAN RESPONSIBILITIES	CLIENT RESPONSIBILITIES
1. <i>SESSION DESIGN</i>	Work with the client to understand the business and leadership challenges and provide context for the session	Set workshop objectives, identify and invite participants and co-plan session agenda with The Wiseman Group
2. <i>SESSION DELIVERY</i>	Prepare materials and lead session aligned with identified needs and approved agenda	Manage keynote or workshop logistics
3. <i>SESSION FOLLOW-UP</i>	Conduct a 30-minute check-in call with client to assess impact, answer questions, and support action plans	Participate in conference call and share feedback and survey results

## KEYNOTE & WORKSHOP OUTCOMES

### THINK DIFFERENTLY:

Get ready for a mindset shift enabling your leaders to jump from using their intelligence to get results to using their smarts to amplify the capability of those they lead.

### BUILD INTELLIGENCE:

Multipliers get 2X the intelligence of their team. Leaders will learn how they might be accidentally diminishing others talents and what to do about it. Workshop participants will develop practical leadership skills to apply run Multiplier experiments in their leadership role immediately.

## PROGRAMS & PRICING

### KEYNOTES

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- by Liz Wiseman - 50K
  - by Shawnn Vanderhoven - 25K
  - by Alyssa Gallagher - 20K
  - by Wiseman Group Master Practitioner - 15K
- \*Add Travel

### WORKSHOP (IN-PERSON) & WEBINARS (VIRTUAL)

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- 1/2-Day Workshop: The Multiplier Effect- 12K  
(1-50 Attendees), 16K (+50 Attendees) + Travel
- Webinar by Liz Wiseman - 25K
- Webinar by Shawnn Vanderhoven - 12.5K
- Webinar by Wiseman Group Master Practitioner - 6.5K

### COACHING

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- Small Group Coaching 5K per-session (1-10 people)
- Become a Coach 3K
- License Participant Fee - \$200 per Leader Coached

### CERTIFICATION

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- 2 Day Facilitator Certification - 6.5K
- IP License Participant Fee - \$200 per Leader

### ASSESSMENTS

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- Full Multipliers 360 - \$350
- Accidental Diminisher 360 - \$200
- Personal Multipliers Assessment - \$50





*"Know-it-all leadership was so last century."*

# multipliers

## *WEBINARS*



GET **2X** FROM  
YOUR TEAM

# MULTIPLIERS MAKE EVERYONE SMARTER

We've all had experience with two dramatically different types of leaders. The first type, **Diminishers**, drain intelligence, energy, and capability from the people around them and always need to be the smartest person in the room.

The second type, **Multipliers**, are the leaders who use their intelligence to amplify the smarts and capabilities of the people around them.

*"Now more than ever, we need leaders who can both calm the storm and ignite the brilliance of their teams." - Liz Wiseman*

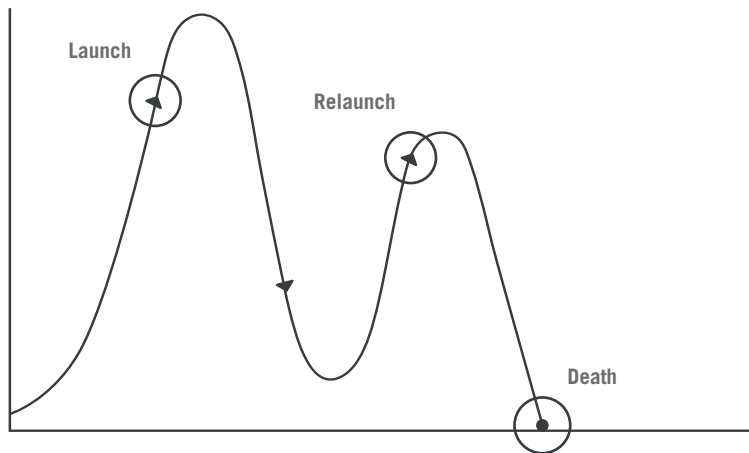
# WEBINARS TO HELP YOU DO MORE WITH LESS

For leaders who want to unleash the brilliance of their team and do more with less, our webinars provide research-backed strategies that can help the leaders in your organization capture the latent intelligence within your teams.

We have created a series of webinars that allow you to engage leaders while working remotely in a way that fits their lifestyle and cadence of learning.



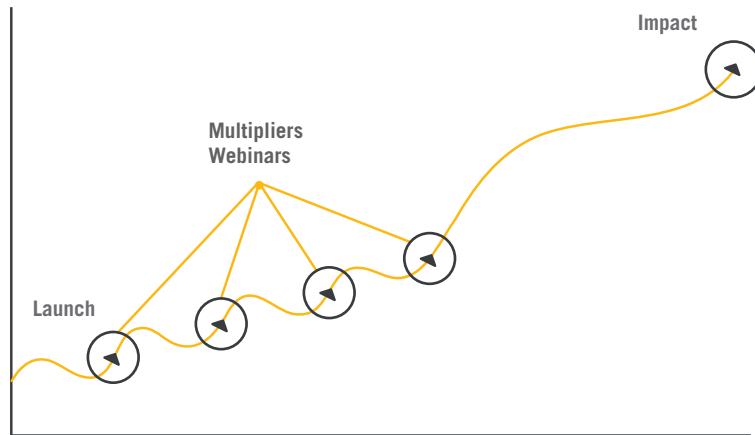
## TRADITIONAL LEARNING PROGRAMS



Full of inspiration, loads of promise... Oh dang.

VS.

## MULTIPLIERS WEBINARS



Starts with excitement, finishes with impact. BAM!

# DESIGN YOUR OWN LEARNING JOURNEY

Pick 1, 2, 3, or 4 of the Multipliers Webinars. Each **90-minute** session builds on the previous, offering a fresh perspective on how leaders can get more intelligence from their team. Participants will explore what triggers their Accidental Diminishing tendencies and build the skills to shift from unintentionally shutting people down to intentionally amplifying the capabilities of the people they lead.

## TAKE YOUR PICK:



### *THE MULTIPLIER EFFECT*

- *The Multiplier Disciplines*
- *The Accidental Diminisher*
- *How To Build Multiplier Habits*

1



### *LEADING CURIOUSLY*

- *Spark better thinking by learning how to ask the right questions*
- *Capture latent intelligence by naming and fully utilizing your people's Native Genius*

2



### *CHALLENGE & INVEST*

- *Build organization capability by challenging your team to stretch*
- *Develop independence and capacity by giving people ownership of work that will require them to grow*

3



### *LIBERATE & DEBATE*

- *Create space for others to contribute by learning when to play small so others can go big*
- *Make smarter decisions by gathering people's best thinking through debate*

4



# MULTIPLIERS WEBINARS BY TOPIC & SKILLS

WEBINAR OPTIONS	1. THE MULTIPLIER EFFECT	2. LEADING CURIOSLY	3. CHALLENGE & INVEST	4. LIBERATE & DEBATE
The 5 Disciplines of the Multiplier	X			
Shifting from Accidental Diminisher to Intentional Multiplier	X			
Developing Multiplier Habits	X	X	X	X
Asking Questions that Spark Innovation and Intelligence		X		
Name and Utilize People's Native Genius		X	X	
Create Stretch Challenges that Generate Belief and Bold Action			X	
Giving Ownership and Accountability to Develop Independence and Capability			X	
Create Space for Others to Contribute at their Highest Point of Contribution				X
Gather People's Best Thinking Through Debate				X
Generate Learning Through Mistakes				X
Multipliers Experiments for Skill Development	X	X	X	X

## WEBINAR 1: THE MULTIPLIER EFFECT

### *The Webinar Agenda*

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1. *The Multiplier Effect - Multipliers get access to 2x more intelligence than Diminishers*
2. *The Accidental Diminisher - All leaders have Accidental Diminisher tendencies (aka blind spots), which may be inadvertently shutting down others*
3. *The Habit Chain - Learn to identify what triggers Accidental Diminishing behavior and how to shift to Multiplier behaviors*

### *Success Indicators: What to Watch For*

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- *Increased awareness of how their leadership behaviors impact their team*
- *Identifying and extinguishing Accidental Diminishing behaviors, those behaviors that shut down the intelligence of others*
- *Experimenting with new Multiplier behaviors that leverages the genius of those around them*

## WEBINAR 2: LEADING CURIOUSLY

### The Webinar Agenda

1. *The Art of the Question* - Acting on curiosity and asking questions is the foundational Multipliers skill
2. *The Talent Magnet* - Attracts and deploys talent at its highest point of contribution

### Post-Webinar Skill Experiments:



*The Extreme Question  
Challenge*



*Name The Genius*

### Success Indicators: What to Watch For

- Leaders are asking more questions that expand the thinking of others
- New ideas and solutions are being offered by team members
- Identifying opportunities to genius watch
- Labeling, naming and utilizing the genius of others



## WEBINAR 3: CHALLENGE & INVEST

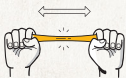
### *The Webinar Agenda*

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1. *The Challenger* - Defines opportunities that cause people to stretch, break down barriers and think outside the boundaries
2. *The Investor* - Gives other people ownership for results and invests in their success

### *Post-Webinar Skill Experiments:*

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*Stretch Challenge*



*Super Size-it*



*Give the Pen Back*

### *Success Indicators: What to Watch For*

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- *Offering a "Mission Impossible," generating belief that it is possible and creating early wins*
- *Giving others increased ownership*
- *Rapid learning cycles and accelerated problem-solving without the invitation from the formal leader*
- *Giving other people the ownership for their results and investing in their success*



## WEBINAR 4: LIBERATE & DEBATE

### The Webinar Agenda

1. *The Liberator* - Creates space for people's best thinking with rapid learning cycles
2. *The Debate Marker* - Engages people in debating issues up front, which leads to sound decisions that people understand and can execute efficiently

### Post-Webinar Skill Experiments:



*Make a Safe Space  
for Mistakes*



*Make a Debate*



*Play Fewer Chips*

### Success Indicators: What to Watch For

- *People around the leader are becoming more capable and taking on bigger challenges*
- *Team members learn rapidly and adapt to new environments*
- *Leader access a wide spectrum of thinking in rigorous debate before making decisions*
- *Efficient execution with lower resource levels because they have built a deep understanding of the issues, which leads to faster execution*

DEAR LEARNING AND DEVELOPMENT,

**BUILD YOUR TEAMS NATIVE GENIUS.**

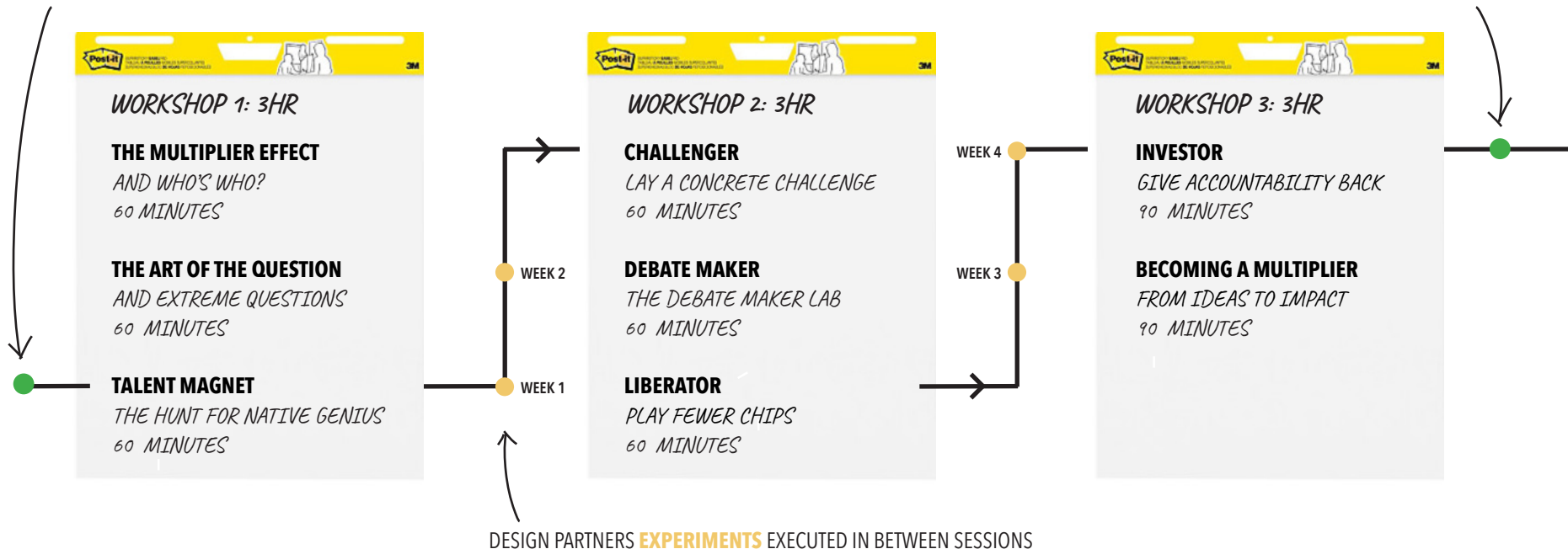
**GET CERTIFIED, DESIGN & RUN  
YOUR MULTIPLIERS PROGRAMS:  
HERE ARE JUST TWO OF MANY EXAMPLES.**

HOW TO DEVELOP **LEADERS** TO MAKE EVERYONE SMARTER:

## 4-WEEK PROGRAM: CREATE MULTIPLIER HABITS THROUGH A SERIES OF **SMALL WINS**

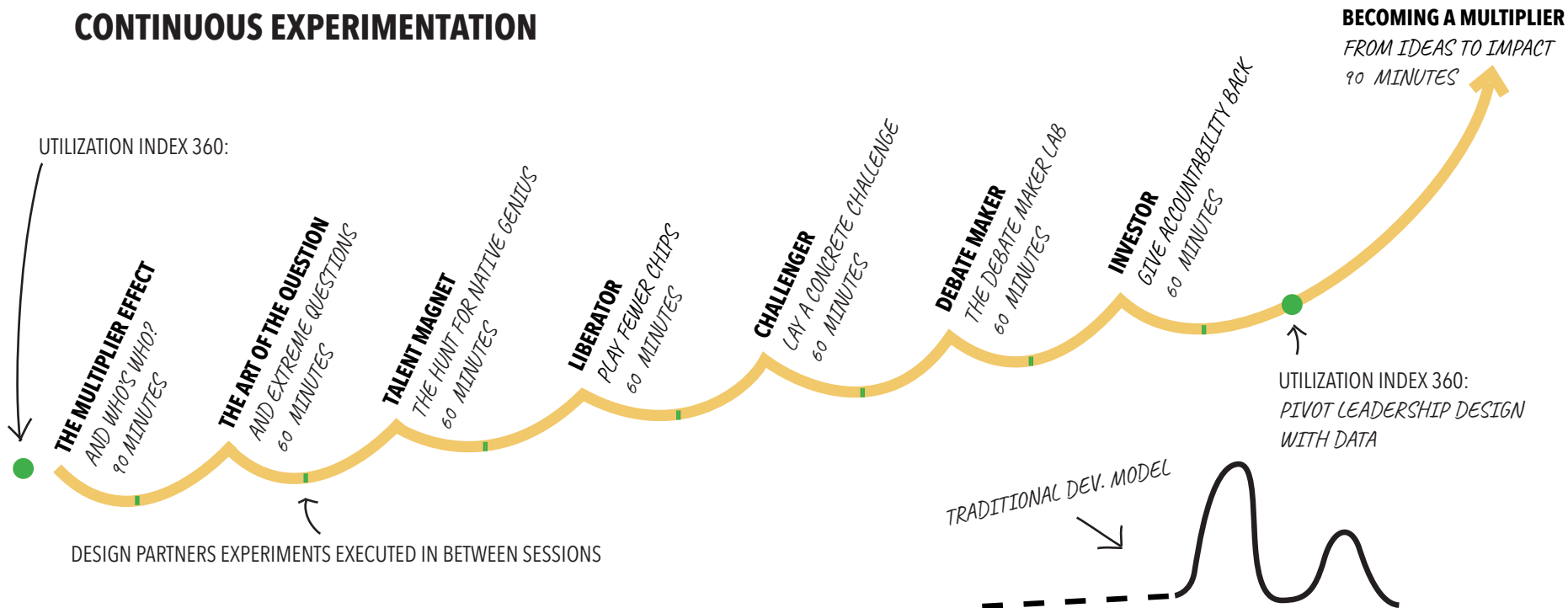
UTILIZATION INDEX **360**: *LEADERSHIP DESIGN STARTS WITH DATA*

UTILIZATION INDEX **360**: *LET'S SEE HOW WE DID!*



HOW TO DEVELOP **LEADERS** MAKE EVERYONE SMARTER:

## 8-WEEK PROGRAM: DEVELOPING MULTIPLIER DISCIPLINE THROUGH CONTINUOUS EXPERIMENTATION





# MULTIPLIERS COACHING SYSTEM

A LEADERSHIP FRAMEWORK FOR  
MAKING EVERYONE SMARTER

**"THE CRITICAL SKILL  
OF THIS CENTURY IS  
NOT WHAT YOU KNOW; IT  
IS HOW YOU ACCESS WHAT  
OTHER PEOPLE KNOW."**

- C.K. Prahalad



# BECOMING A MULTIPLIER MATTERS

We've all had experience with two dramatically different types of leaders. The first type, **Diminishers**, drain intelligence, energy, and capability from the people around them and always need to be the smartest person in the room.

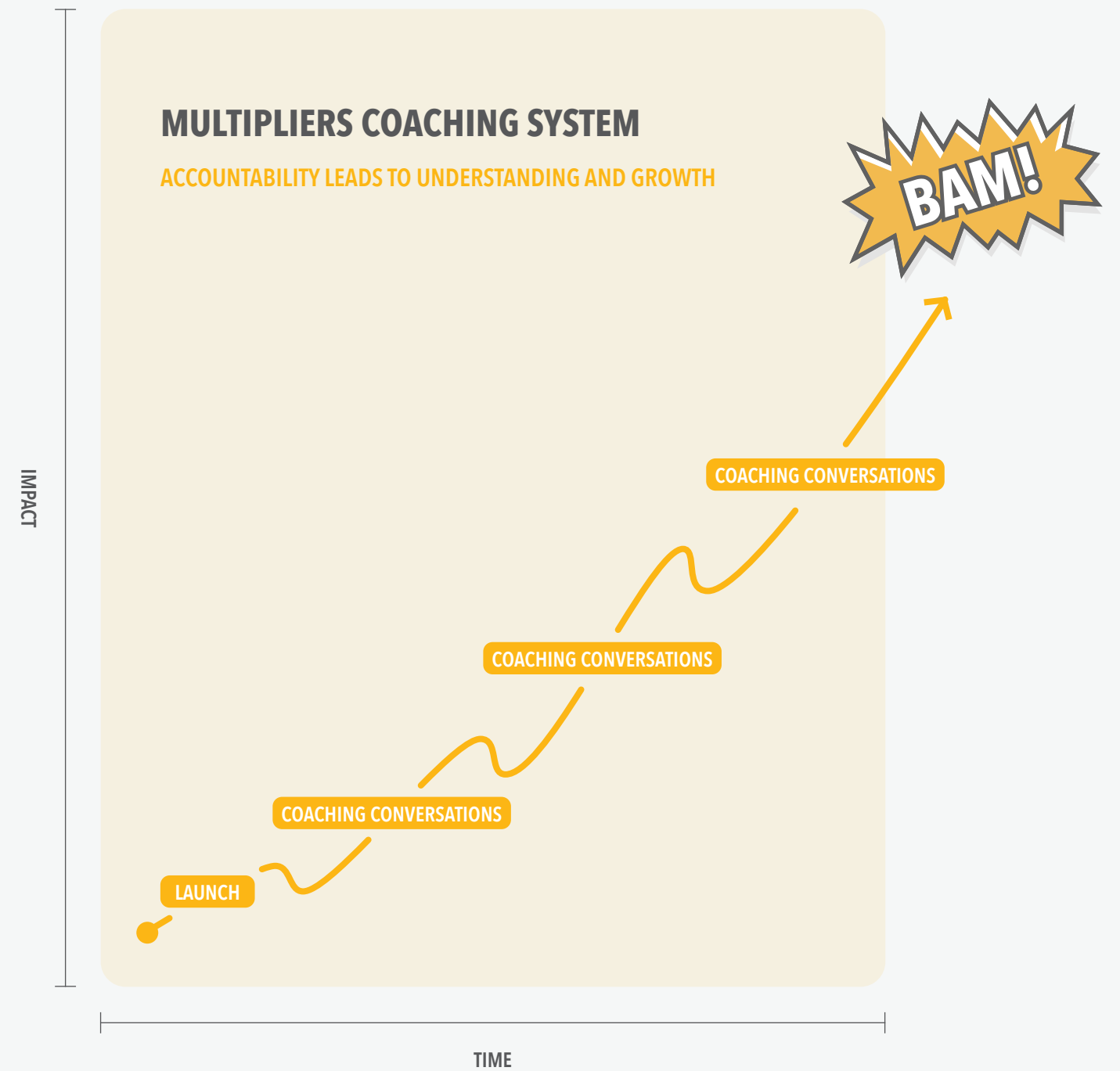
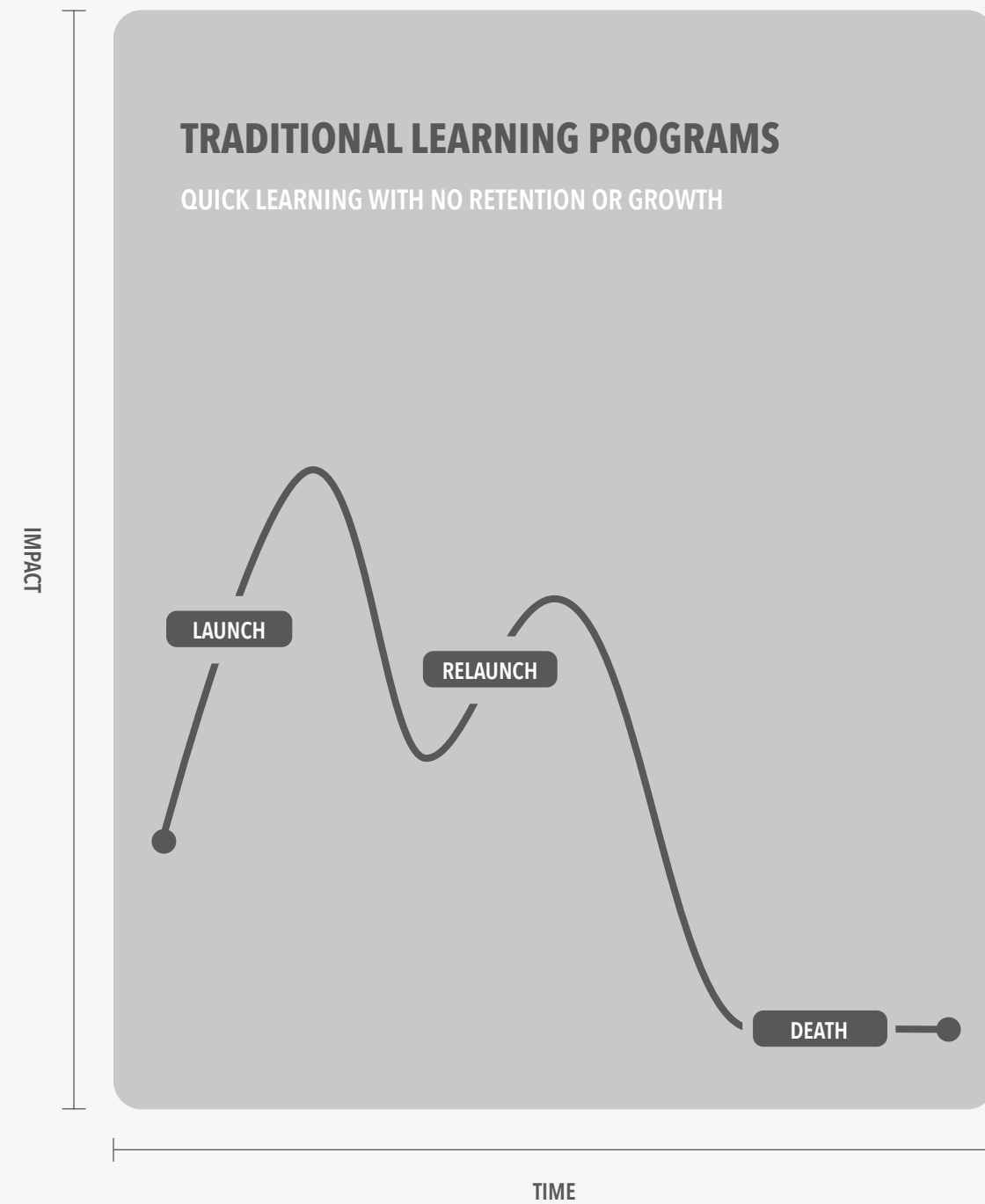
The second type, **Multipliers**, are the leaders who use their intelligence



# BECOMING A MULTIPLIERS COACH MATTERS MORE

It's our mission to rid the world of bad bosses, but we can't do it without the world's best coaches: **We need you.**

As a **Multipliers Coach**, you won't just inspire your clients; you'll unlock their ability to access all of their team's intelligence. Because of you, your leaders will shift from accidentally diminishing others to intentionally multiplying, leading their organization to



# 10

## CONVERSATIONS WORTH HAVING

Each Multiplier coaching conversation offers a fresh perspective on how leaders can get more intelligence from their team. Participants will explore what triggers their Accidental Diminisher tendencies and how to habitually shift their response to a Multiplying behavior.

### CORE CONVERSATIONS

#### THE MULTIPLIER EFFECT

The best leaders use their intelligence to tap the smarts of others. They're aware of how their strengths might accidentally diminish others.

#### BUILD MULTIPLIERS HABITS

Move beyond the mindset by building Multiplier habits. Intelligence cultures are built one

### SKILL CONVERSATIONS

#### ASK BETTER QUESTIONS

Multiplier leaders learn from those around them and understand how to ask questions that

#### DISCOVER & UTILIZE GENIUS

Everyone is brilliant at something. Learn how to name people's Native Genius and put that

#### LEARN FROM MISTAKES

Mistakes are part of the natural learning and achievement process. People learn best from

#### DEMAND RIGOR THROUGH DEBATE

Bring together the people who need to be involved in the decision. When people

#### CHALLENGE PEOPLE TO STRETCH

People are capable of doing hard things. They need leaders wondering, "What hard thing

#### INVEST IN OTHERS

People are smart and will figure it out. They operate at their best when they are in charge

#### PLAY WITH FEWER CHIPS

By playing small, others get a chance to play big. In

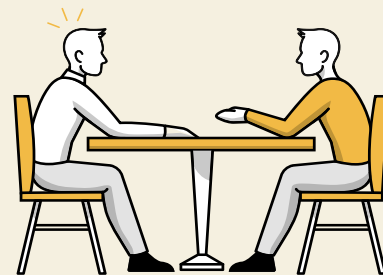
#### DEALING WITH DIMINISHERS

It's not necessarily about the leader. Diminishing isn't inevitable. People can lead their leader

# JUMP-START BEHAVIOR CHANGE WITH 360 DATA

GIVE YOUR LEADERS THE GIFT OF AWARENESS BY UNCOVERING THEIR ACCIDENTALLY DIMINISHING TENDENCIES

## LIVE 360



### What your leaders will do:

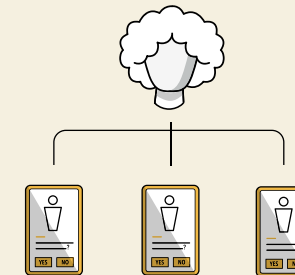
- 1) Present the Accidental Diminisher (AD) tendencies to their team
- 2) Confess their AD tendencies
- 3) Ask others what AD tendencies they see in them
- 4) Invite each team member to share their AD and get team feedback

### What your leaders will get:

- Empower their team with the AD language to keep having the conversation
- Uncover blind spots by understanding how their leadership is received
- Build team accountability and support for building new Multipliers habits

OR

## DIGITAL 360



### How the 360 works:

- 1) Create a list of managers, peers, and reports to take a 3-minute survey
- 2) Upload the list to the Multipliers 360 system hosted by TruScore
- 3) After the rating is done, the report is emailed to you and your leader

### What's in the report:

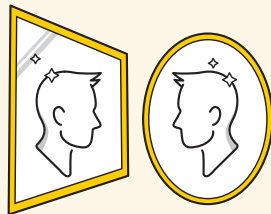
- Overall Score (1-45): Measures the overall extent of the leaders AD behavior
- Gap Analysis: Identifies the AD tendencies others see that the leader doesn't



# BUILD A JOURNEY FOCUSED ON WHAT MATTERS MOST

YOU CAN RUN ALL 10 COACHING CONVERSATIONS OR USE 360 DATA TO PICK THE SKILL CONVERSATIONS THAT WILL HAVE THE GREATEST MULTIPLYING IMPACT

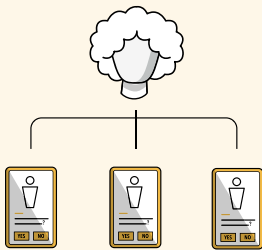
## PART 1 - CORE CONVERSATIONS



### THE MULTIPLIER EFFECT

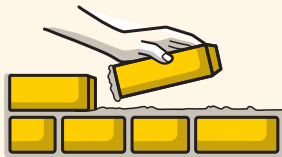
Explore the assumptions and practices of Multipliers and the 9 Accidental Diminisher tendencies.

Prepare your leader to receive 360 feedback to deepen their understanding of how they might be, with



### DIGITAL 360

Uncover Accidental Diminisher tendencies by seeing through the eyes of bosses, peers, and

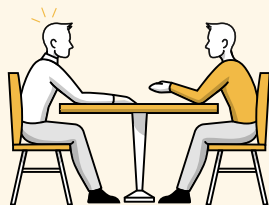


### BUILD MULTIPLIERS HABITS

Now that your leader has 360 feedback pointing them to which Accidental Diminisher tendencies they need to work on, they're ready to learn how to build new habits.

#### Explore with your leader:

- What triggers their behavior?
- What do they get?
- Why do they do it?
- What will they do instead?
- How will they know if they're on



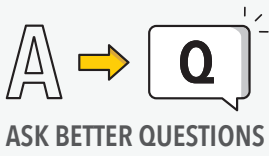
### LIVE 360

Gather 360 data by discussing the Accidental Diminisher tendencies with their team.

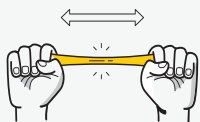
Bonus: This will get the AD language in your leaders team to help hold them accountable!

CHOOSE ONE

## PART 2 - SKILL CONVERSATIONS (TAKE YOUR PICK OR GO BIG WITH ALL 8)



ASK BETTER QUESTIONS



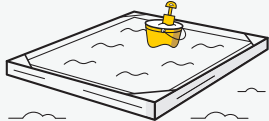
CHALLENGE PEOPLE TO STRETCH



DISCOVER & UTILIZE GENIUS



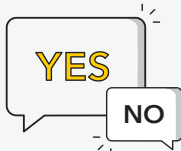
INVEST IN OTHERS



LEARN FROM MISTAKES



PLAY WITH FEWER CHIPS



DEMAND RIGOR THROUGH DEBATE



DEALING WITH DIMINISHERS

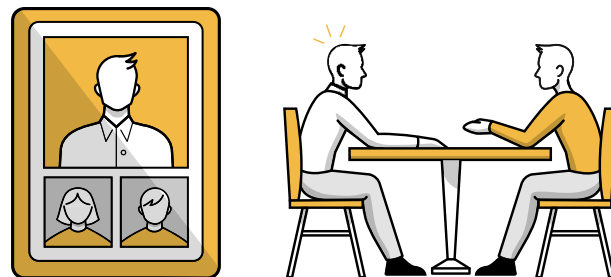
# BUILT FOR YOUR COACHING PRACTICE

## WE'VE GOT YOU COVERED

The Multipliers Coaching System is designed to be delivered virtually or in-person. To get the right setup for the job, you can pick between digital or printed materials and coach one-on-one or a cohort of up to 10.

### DELIVERY

#### VIRTUAL OR IN-PERSON



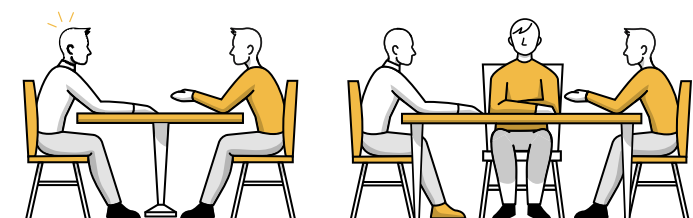
### MATERIALS

#### DIGITAL OR PRINTED



### COHORT

#### ONE-ON-ONE OR GROUPS UP TO 10



# COACH'S MATERIALS

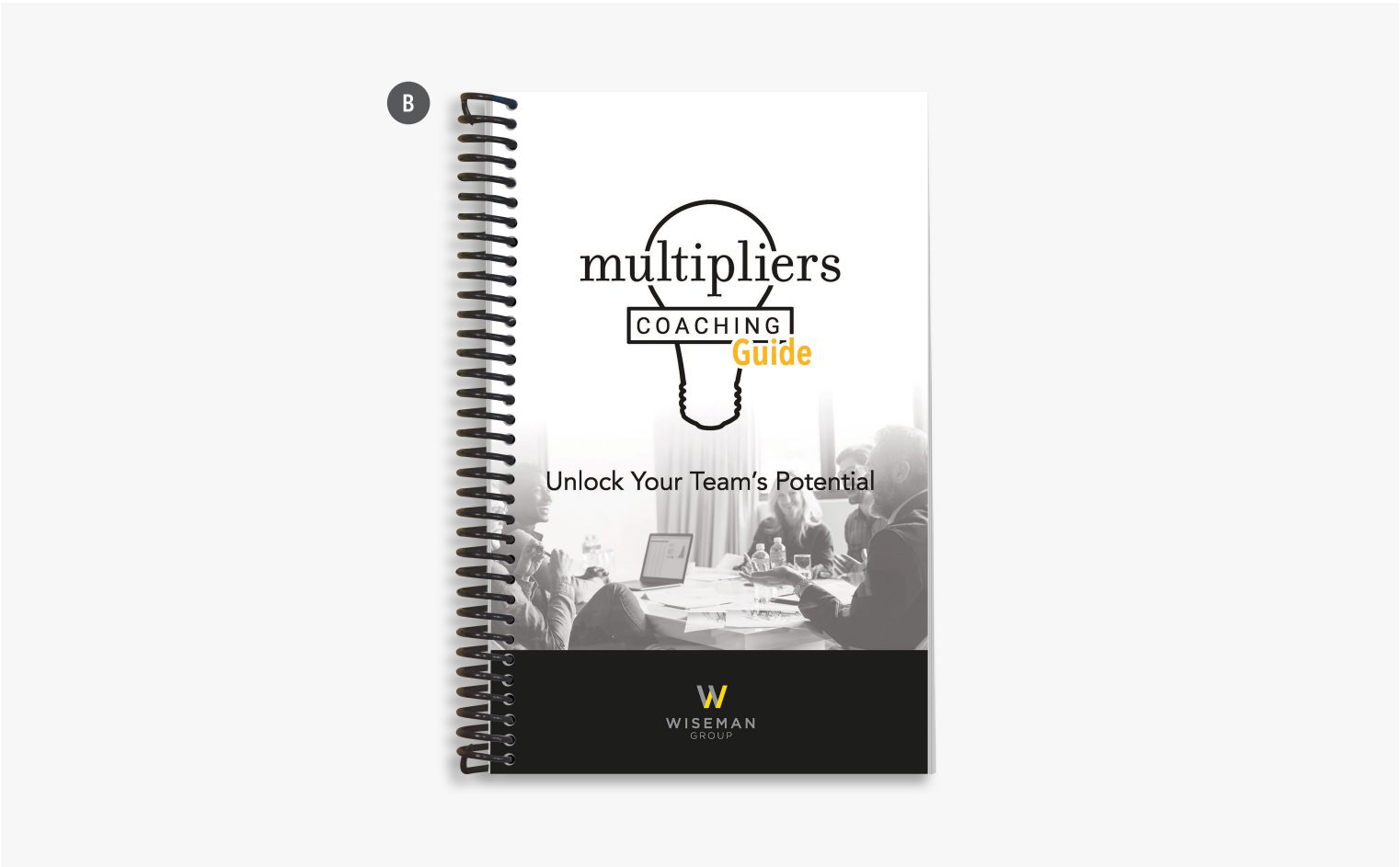
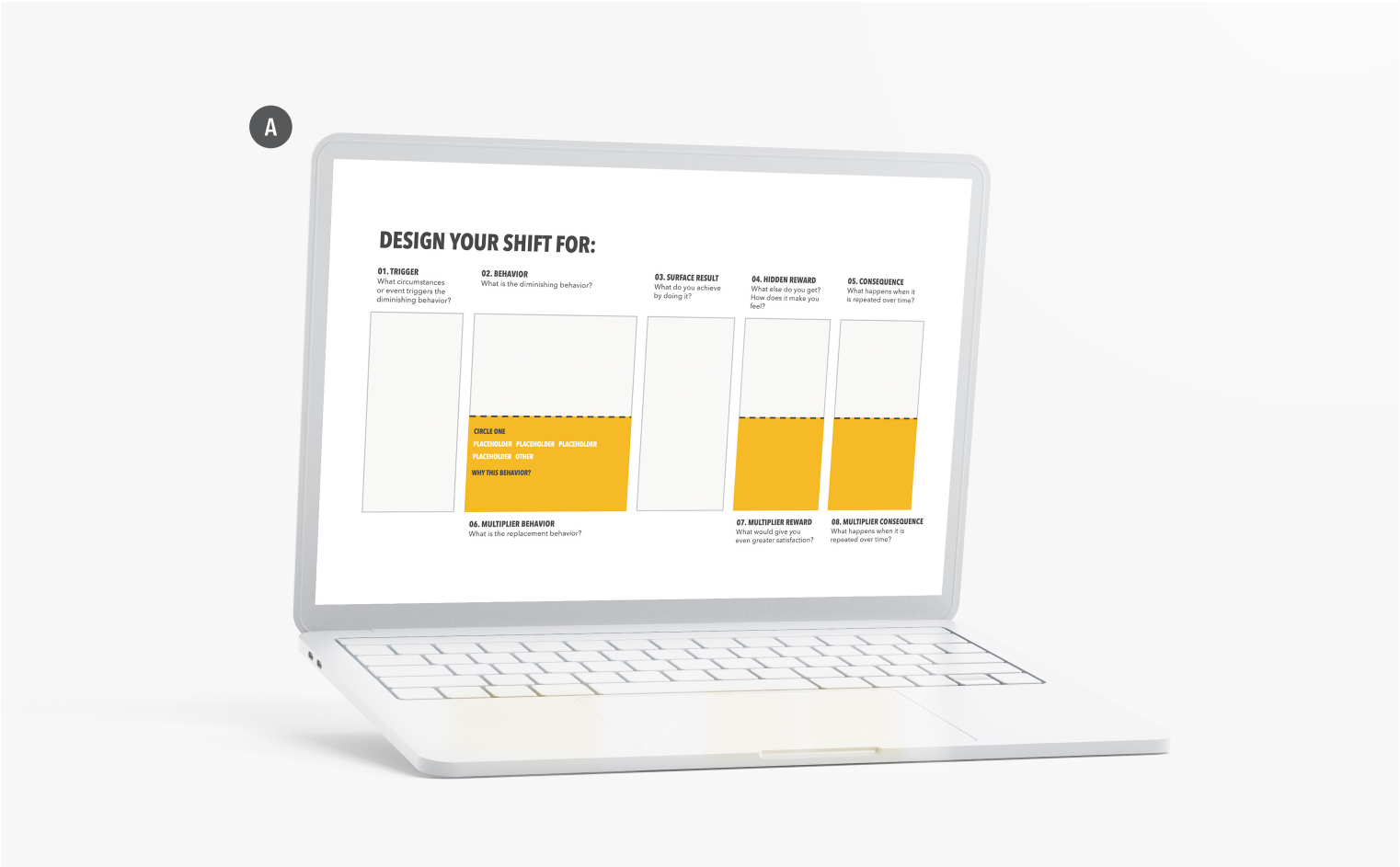
SEE WHAT'S INSIDE

## A. CONVERSATION SLIDES

Your personalized deck to lead virtual coaching conversations.

## B. COACH GUIDE

Your play-by-play conversation guide to design and lead your coaching sessions.



# PARTICIPANT MATERIALS

## SEE WHAT'S INSIDE

### A. PARTICIPANT JOURNAL

Participants go-to lab notebook for coaching conversations and experimentation.

### B. MULTIPLIERS BOOK

A soft copy of *Multipliers*, *Revised and Updated*.

### C. TEAM NAMETAGS

A set of nametags for the participants team to name and share their native genius with others.

### D. QUESTION CARDS

A set of back pocket questions to help participants access what others know at a moment's notice.

### E. DISCUSSION CARDS

A set of cards for participants to share what they're learning and run a 3-minute 360 with their team.



**"WE NEED MORE THAN JUST  
GENIUSES AT THE TOP OF  
OUR ORGANIZATIONS; WE  
NEED GENIUS MAKERS."**

**- LIZ WISEMAN**

