

WHAT IF
YOU COULD
DOUBLE
YOUR TEAM'S
INTELLIGENCE?

LEARN HOW TO

2X 

WITH MULTIPLIERS.

2024 SERVICES

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: 30K + BUSINESS TRAVEL



KEYNOTE & WORKSHOP AGENDA

90-MINUTE AGENDA:

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:

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 & SEMINARS (+ TRAVEL)

- by Liz Wiseman - 50K
 - by Shawnn Vanderhoven - 30K
 - by Andrew Webb & Stu MacLennan - 20K
 - by Wiseman Group Master Practitioner - 15-20K
- *Add Travel

WORKSHOP (IN-PERSON) & WEBINARS (VIRTUAL)

- 1/2-Day Workshop: The Multiplier Effect- 13K
(1-50Attendees) + Travel
- Webinar by Liz Wiseman - 25K
- Webinar by Shawnn Vanderhoven - 12.5K
- Webinar by Wiseman Group Master Practitioner - 7.5K

COACHING

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

CERTIFICATION

- Facilitator Certification - 20K (Up to 4 People)
- IP License Participant Fee - \$200 per Leader

ASSESSMENTS

- 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.

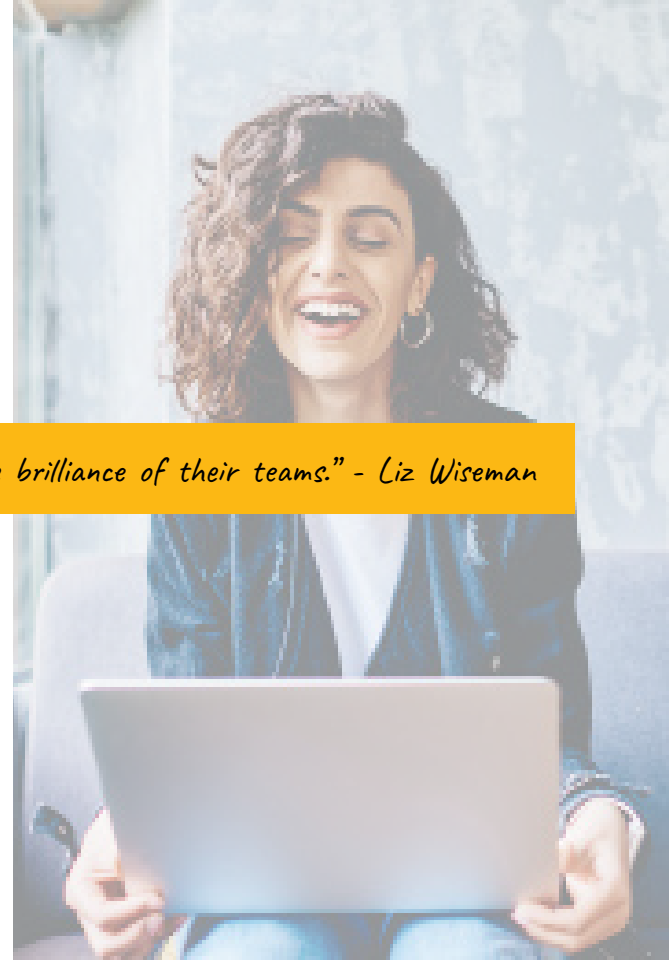
The second type, **Multipliers**, are the leaders who use their intelligence to amplify the smarts and capabilities of the people around them.

"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.

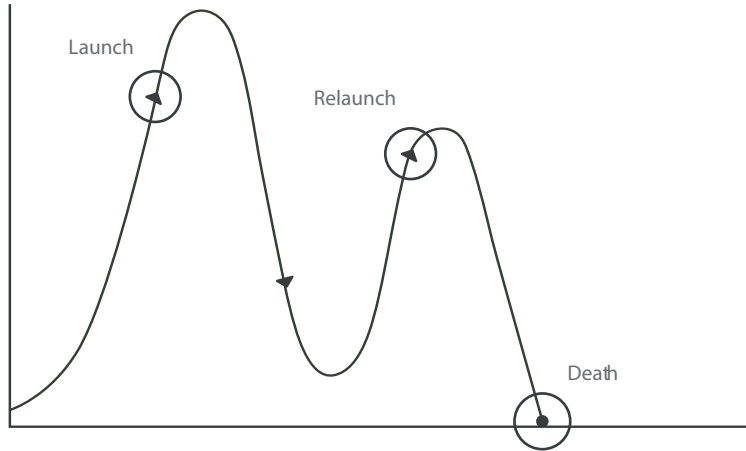
We have created a series of webinars that allow you to engage leaders while working remotely in a way that fits their lifestyle and cadence of learning.



TRADITIONAL LEARNING PROGRAMS

VS.

MULTIPLIERS WEBINARS



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



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

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

- *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



Name The Genius

Success Indicators: What to Watch For

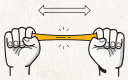
- *Leaders are asking more questions that expand the thinking of others*
- *New ideas and solutions are being offered by team members*
- *Identifying opportunities to genius watch*
- *Labeling, naming and utilizing the genius of others*

WEBINAR 3: CHALLENGE & INVEST

The Webinar Agenda

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:



Stretch Challenge



Super Size-it



Give the Pen Back

Success Indicators: What to Watch For

- 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**

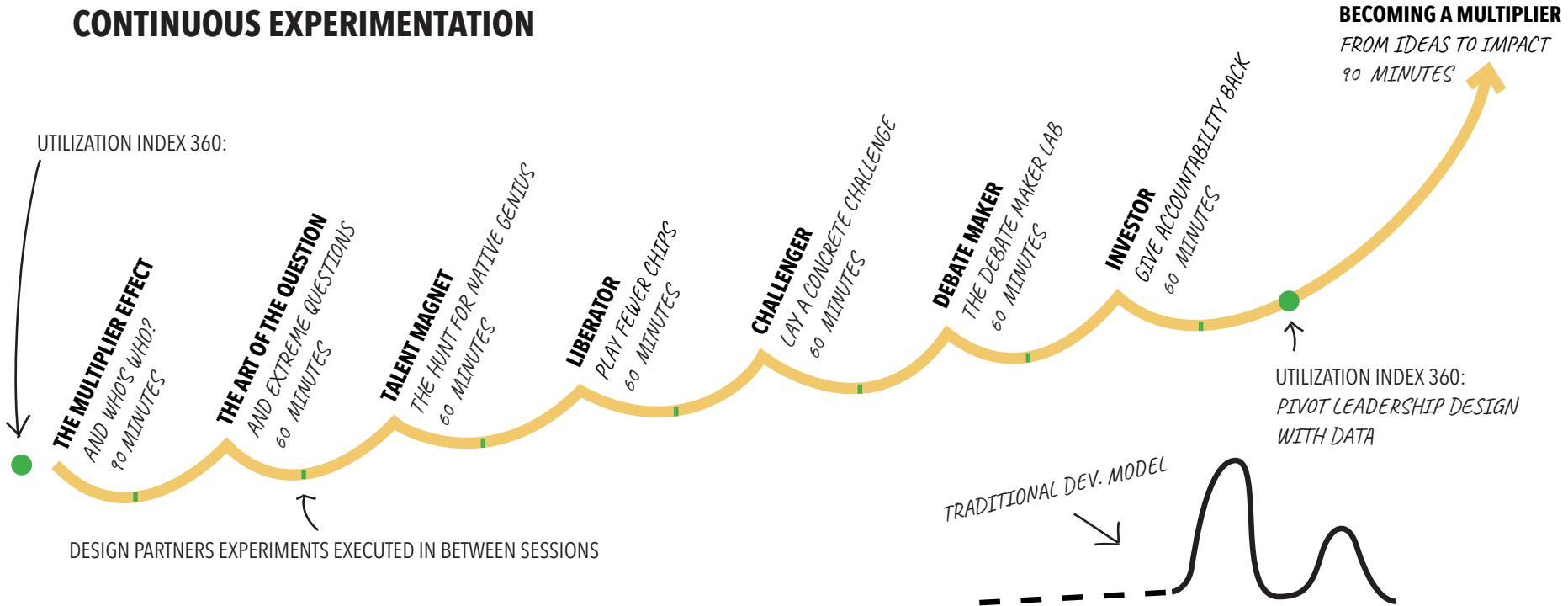
UTILIZATION INDEX **360**: *LEADERSHIP DESIGN STARTS WITH DATA*

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.

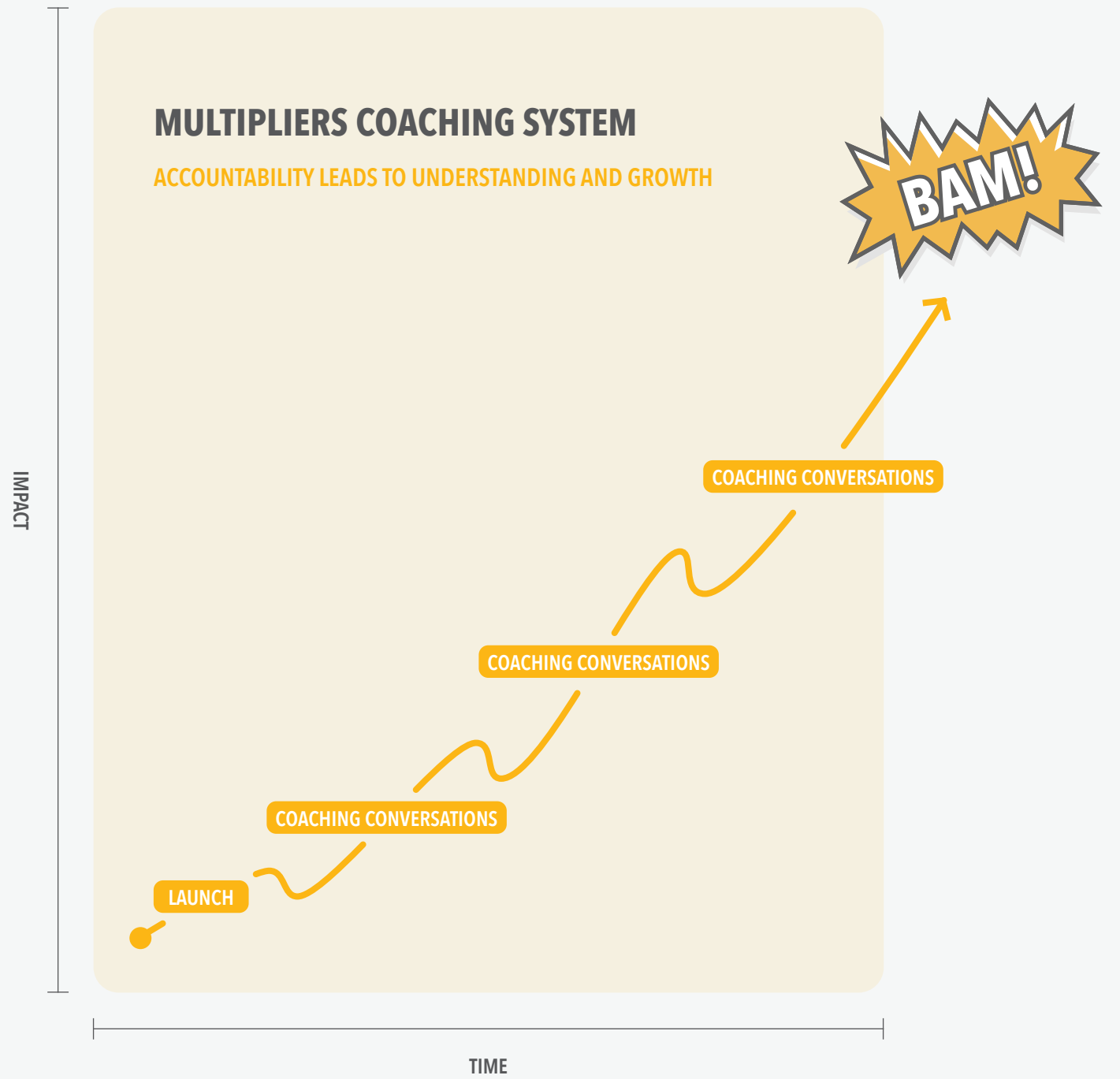
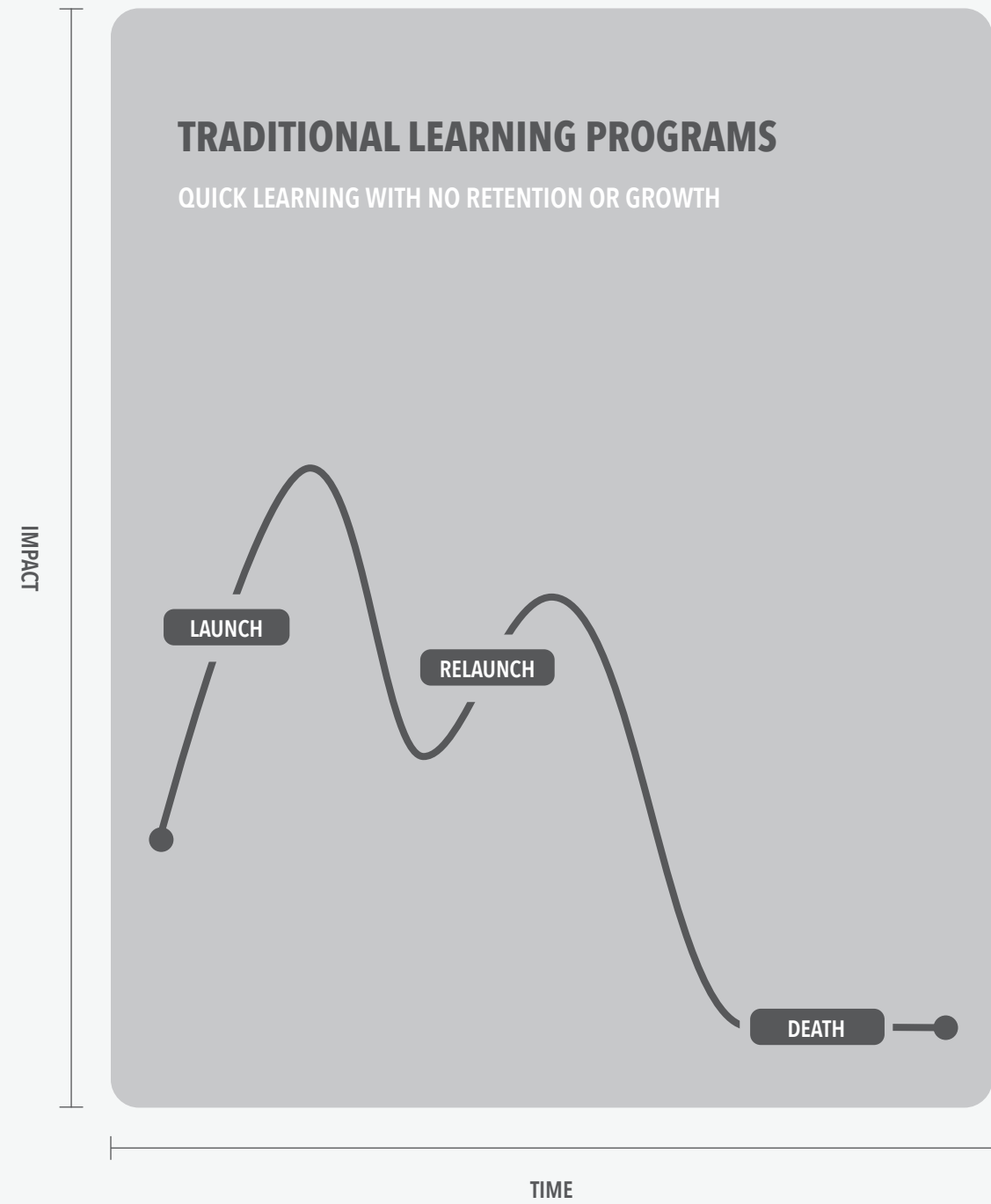
The second type, **Multipliers**, are the leaders who use their intelligence



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 Multiplier habit at a time.

SKILL CONVERSATIONS

ASK BETTER QUESTIONS

Multiplier leaders learn from those around them and understand how to ask questions that leverage the very best thinking of their team.

DISCOVER & UTILIZE GENIUS

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

LEARN FROM MISTAKES

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

DEMAND RIGOR THROUGH DEBATE

Bring together the people who need to be involved in the decision. When people understand the logic, they know what to do.

CHALLENGE PEOPLE TO STRETCH

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

INVEST IN OTHERS

People are smart and will figure it out. They operate at their best when they are in charge and held accountable. Everyone can grow.

PLAY WITH FEWER CHIPS

By playing small, others get a chance to play big. In return, a leader's ideas will also be more impactful.

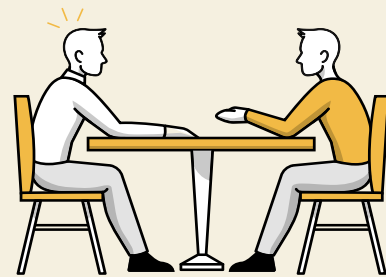
DEALING WITH DIMINISHERS

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

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:

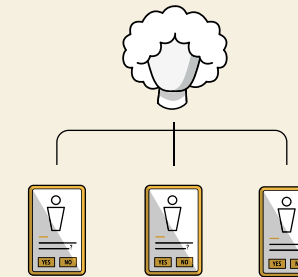
- 1) Present the Accidental Diminisher (AD) tendencies to their team
- 2) Confess their AD tendencies
- 3) Ask others what AD tendencies they see in them
- 4) Invite each team member to share their AD and get team feedback

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

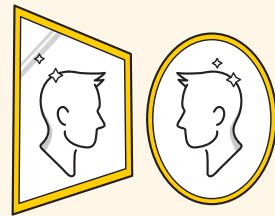
What's in the report:

- 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

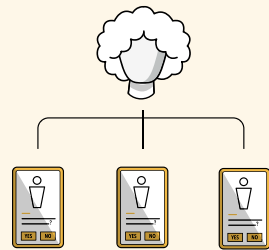
PART 1 - CORE CONVERSATIONS



THE MULTIPLIER EFFECT

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

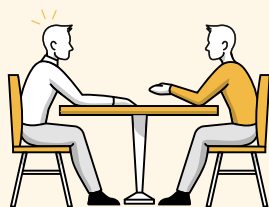
Prepare your leader to receive 360 feedback to deepen their understanding of how they might be, with the best of intentions, shutting down the people they lead.



DIGITAL 360

Uncover Accidental Diminisher tendencies by seeing through the eyes of others.

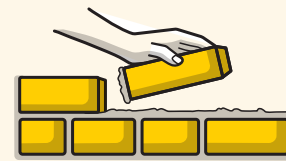
CHOOSE ONE



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!



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.

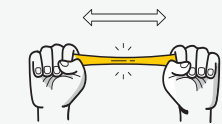
Explore with your leader:

- 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 track?

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

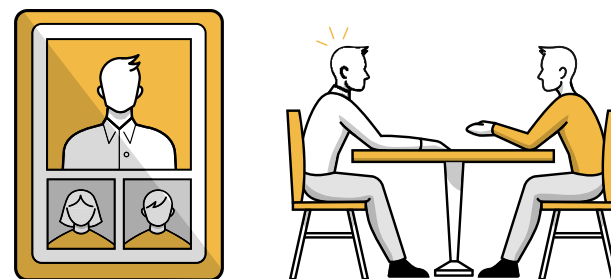
BUILT FOR YOUR COACHING PRACTICE

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



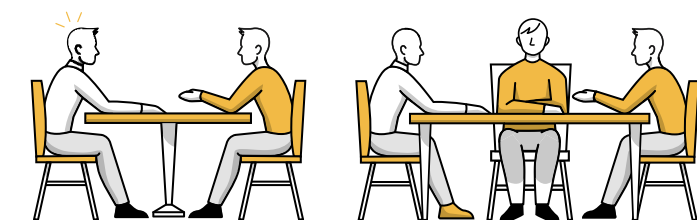
MATERIALS

DIGITAL OR PRINTED



COHORT

ONE-ON-ONE OR GROUPS UP TO 10



COACH'S MATERIALS

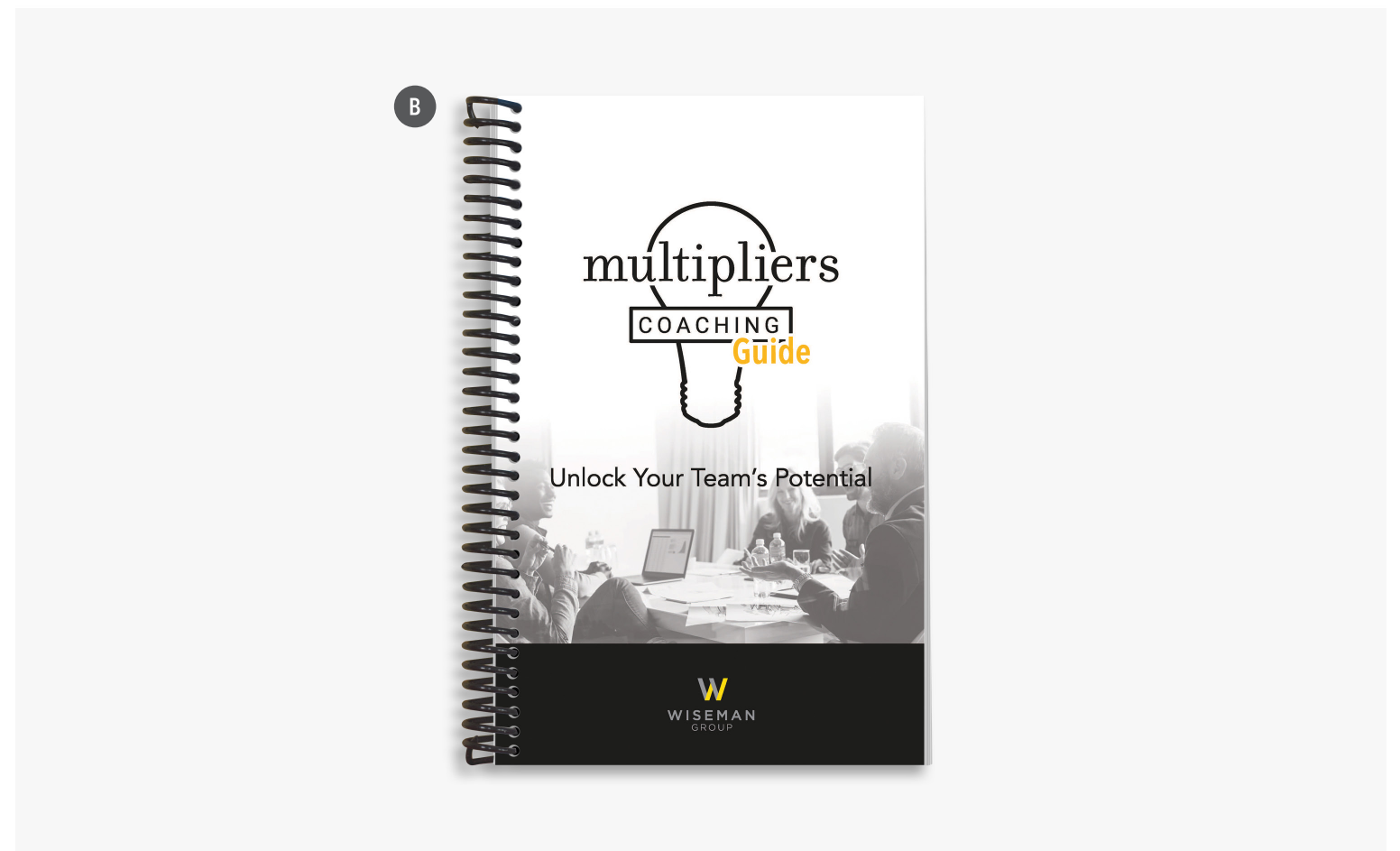
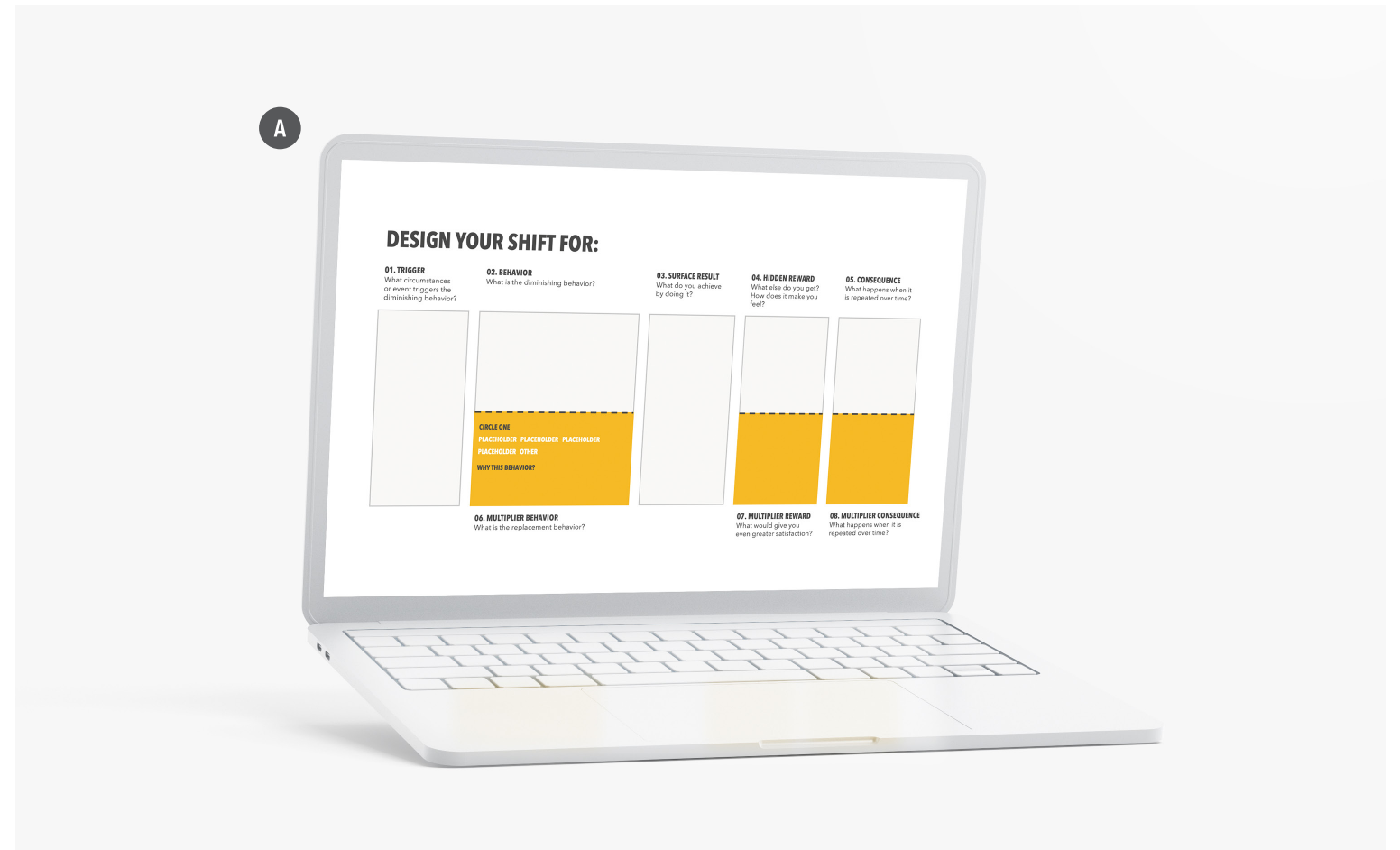
SEE WHAT'S INSIDE

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

