

WILD TOOLKIT

A CULTURE OF STRETCH & SUPPORT

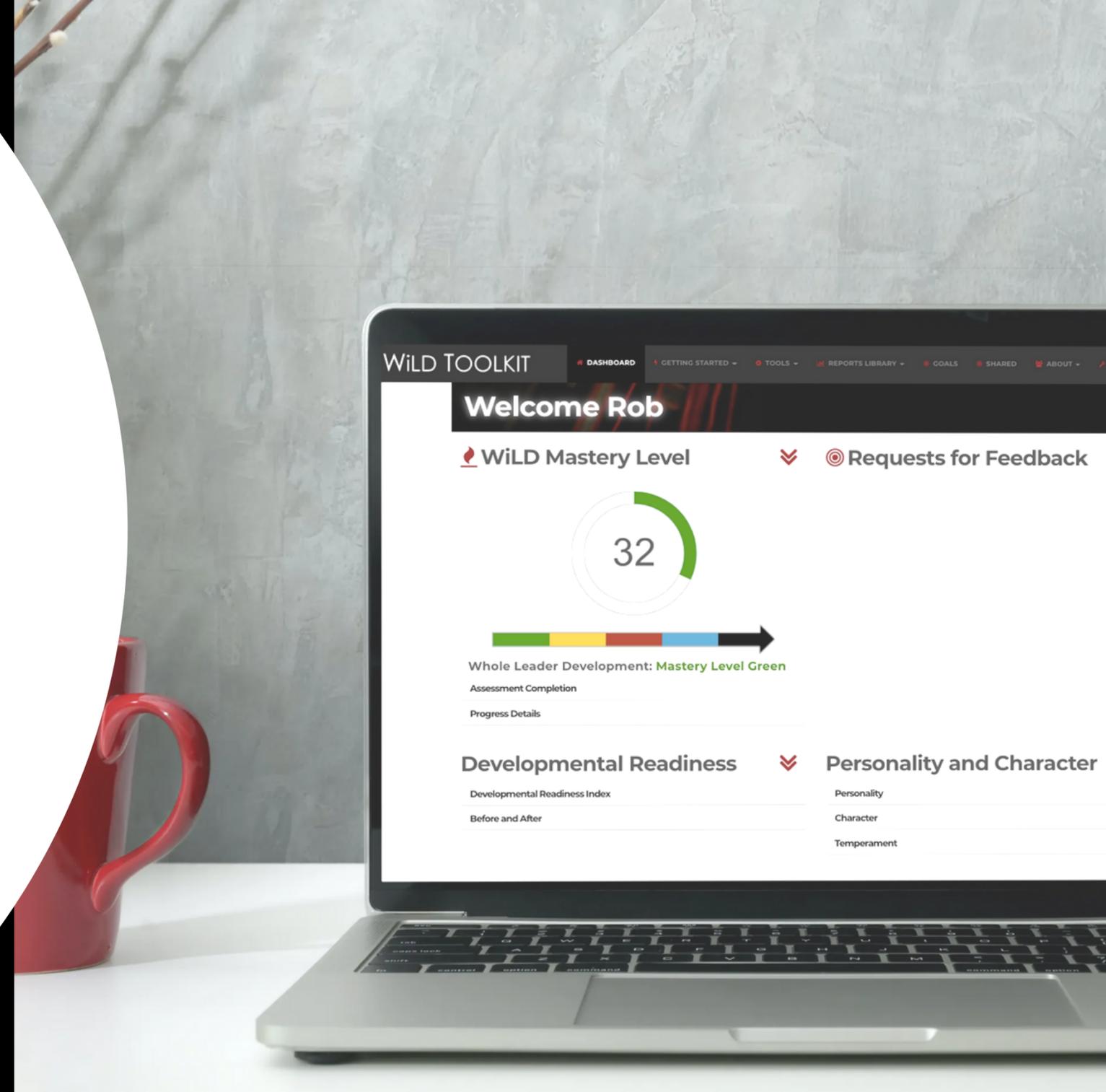
10 REASONS FOR USING THE WILD TOOLKIT AFTER YEAR ONE

*DR. ROB MCKENNA &
DR. DANIEL HALLAK*

If you have used the WiLD Toolkit already with your leaders, you have seen the impact. In a recent impact study on the leaders who have used the toolkit from start to finish, we saw meaningfully and statistically significant change in so many things - they were more convicted, confident, creative, hopeful, patient, supported, effective, open, intentional, courageous, humble, purpose and productive.

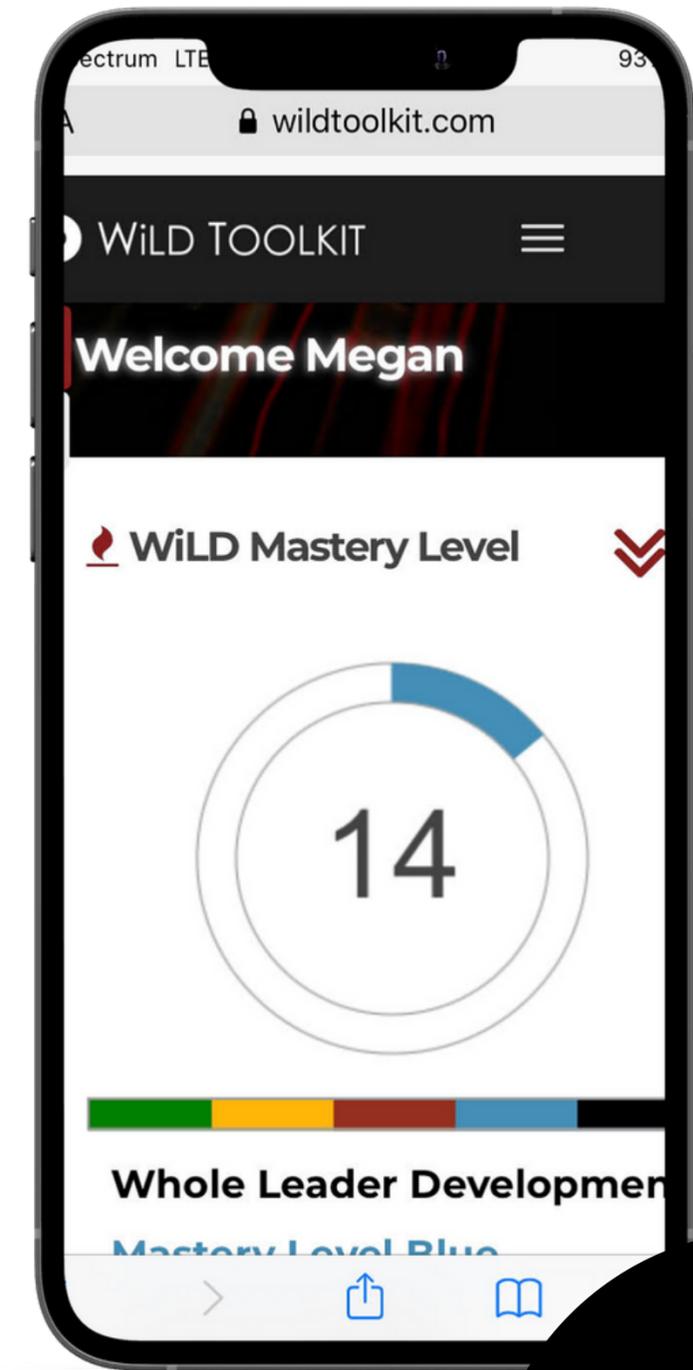
**Can you imagine if every person in your organization was more of those things?
What would change?**

For most leaders and organizations, it would change everything.



When the WiLD Toolkit was built, it was never intended to be anything like the same one-off leader development solutions of the past. Typical leader development programs are more like brief moments of awareness that may charge us up or help us understand one piece of ourselves, but don't fulfill any kind of deeper need. What developing leaders need is a true research-based system for developing courageous and sacrificial leaders with the strategic capacity to lead with competence, and the character to see and invest in others.

The year-over year investment process we prescribe through the WiLD Toolkit is exactly what we practice internally at WiLD Leaders. Every year we find that the story of our development, individually and as an organization, changes. The reflective assessment process provides us with everything we need to springboard the most important conversations about our development as leaders and identify where that intersects with the needs of our business as we serve our clients like you.





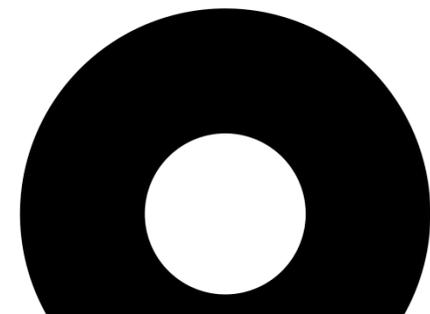
Laying a foundation for whole and intentional leader development takes time because most leaders haven't been given a pathway into their whole developmental journey through a process that provides care and insight, but that also is theirs.

Here are 10 reasons that the WiLD Toolkit becomes even more powerful in years two, three, four and beyond.



1. ALIGNMENT

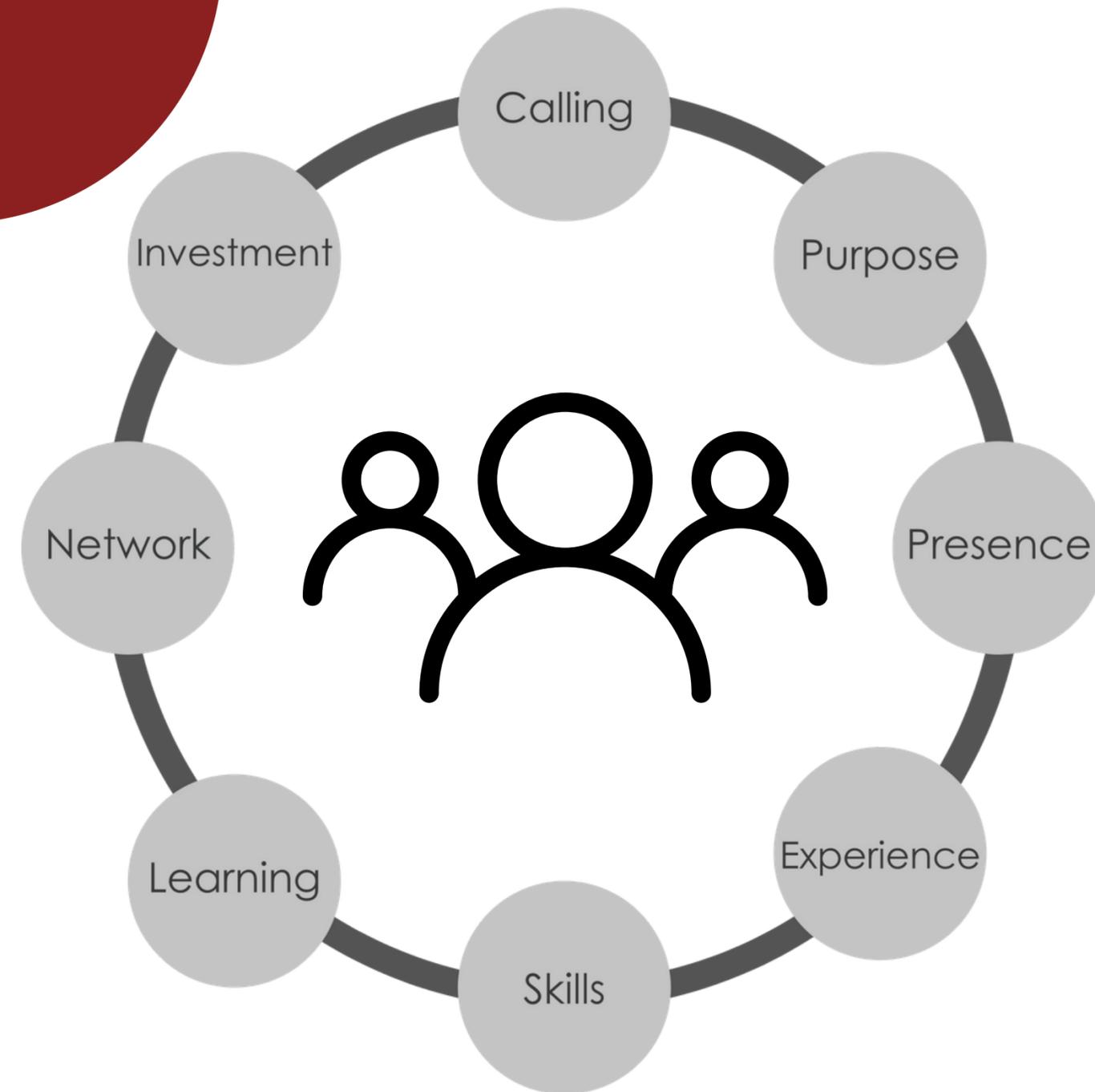
Alignment between your people and your organization has only just begun - The WiLD Toolkit begs the question, “Where am I going and how can I best serve in my organization?” That kind of alignment isn’t demanded or mandated, it’s invited - and you invited your people by providing them with the WiLD Toolkit.



2. Long-Term Investment

The WiLD Toolkit goes beyond a one and done. The WiLD Toolkit is a leader and employee development **system**.

As such, it is designed to be put in place as an ongoing process for developing the capacity of your people.



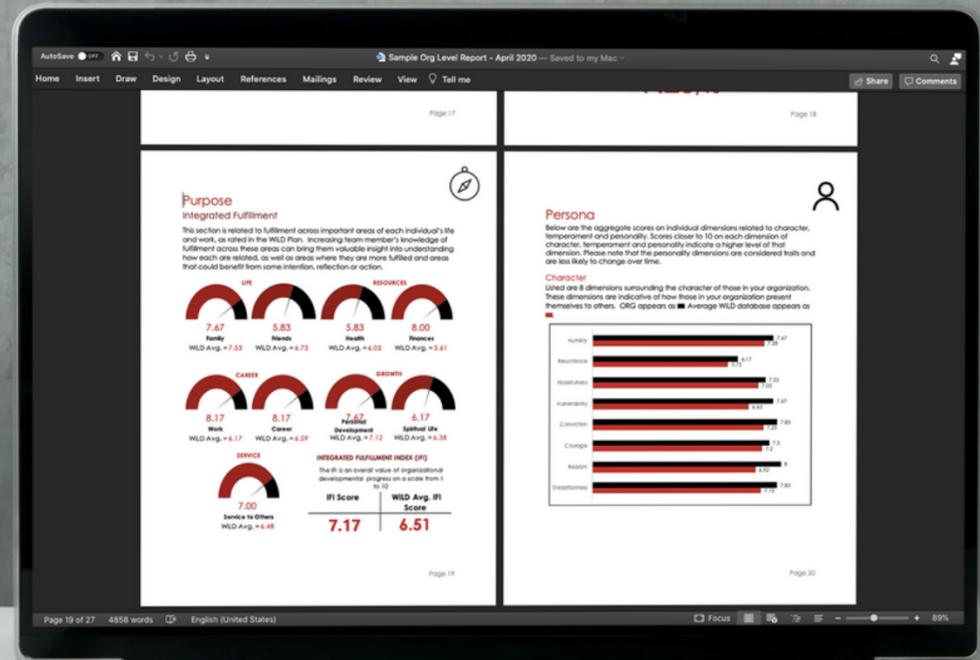
3. Familiarity

Your team members now know the drill - now that you have gotten started creating a common language for development, the fun begins. You've established a rich, shared mental model for the critical conversations that we know increase the health and growth of a team or organization. Your team now has language and specificity to describe their own efforts for development (and change), investing in people, talking about goals, thinking about purpose, identifying stretch experiences, delivering critical feedback, and a common set of rules for handling pressure and conflict.



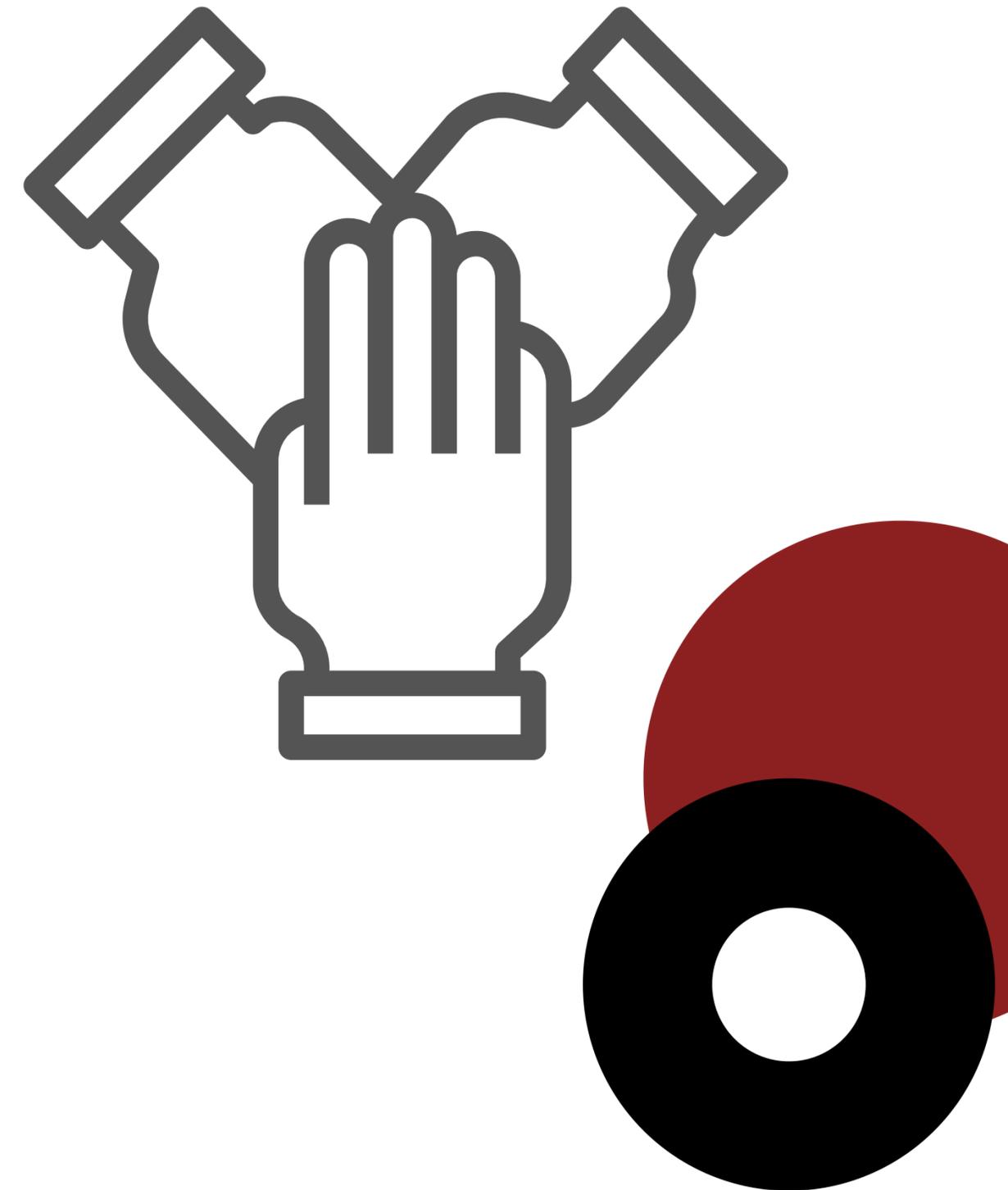
4. Depth

The process gets deeper and easier from here on out. It is incredible how the narrative of each person changes in later years in the WiLD Toolkit. Deepening your leadership bench is about deepening their understanding of themselves and others. Self-awareness has just begun.



5. New Team Members

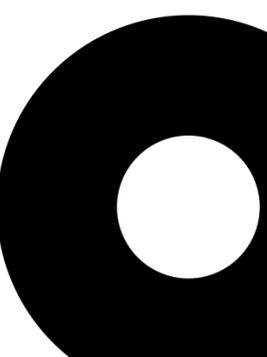
Existing leaders will begin to teach new members the meaning of development in your context. Can you imagine if every person who is hired in your organization and every person who becomes a leader is expected to learn and grow for their own sake, and for the sake of others around them? You started that shift by putting a tool in their hands that is owned and shared by them.



6. Inviting Change



Team members who aren't team players will begin to either edit (change) themselves, or they will leave. When you started this process, your fear or hesitation might have been about a person who you believed was least likely to participate in anything related to learning and growth. What we see again and again is that the unlikely leader emerges or changes how they show up in team meetings or with their direct reports. The invitation to change comes with a different way of thinking and a different way of behaving. Most leaders want to grow but just haven't had a structured process with measures of progress. The WiLD Toolkit provides you with a different way to see them better and it gives them the resources to discern their journey on their own, taking self-directed ownership in their career and contribution to the organization. The process of working through the WiLD Toolkit does that over the long haul and creates a unified team while bringing out each individual's own story and uniqueness.



7. Culture

Your culture shift has just begun, changing a cultural paradigm takes time. While resistance to things that are new is normal, as the years of development continue, team members begin to see development and growth as the norm. And, they will begin to internalize the reality that they are the masters of their own ships. Creating a culture of leader development takes time, and you got off to a running start.

Use the WiLD Toolkit once a month with your team.

An annual leader development system with 10 research based Tools + personalized Feedback Reports

Whole Leader Development Team Kick-Off



8. Health and Value

Companies rarely lose momentum because of money. They fizzle out because of a lack of courageous and sacrificial leaders. Even investors know that the real company value is measured by the health of their leaders. Health is a prerequisite for sustainable growth.



9. Cost

This is a leader development system built for your organization that is better than any other system in any corporation at a fraction of the cost. What does it cost to put leaders through conferences, seminars, speakers, and one-off self awareness tools for your people? For much less than the cost of those expenses you can invest in the most robust system ever built for whole and intentional leader development.



10. Our Commitment

We will be here for you. You may be ready to run with the system for yourself. If so, we can help. And, if you want us to lead the facilitation of your team meetings this year, we can do that too.



You will be amazed at the growth and intention your team will develop as you push forward with your whole and intentional leader development efforts in the coming years, and we will be here to support your efforts as long as you need us.

Our encouragement is to consider a complete paradigm shift and avoid the temptation to treat leader development as an event, and start seeing it as an integral part of your long and short term business strategy.

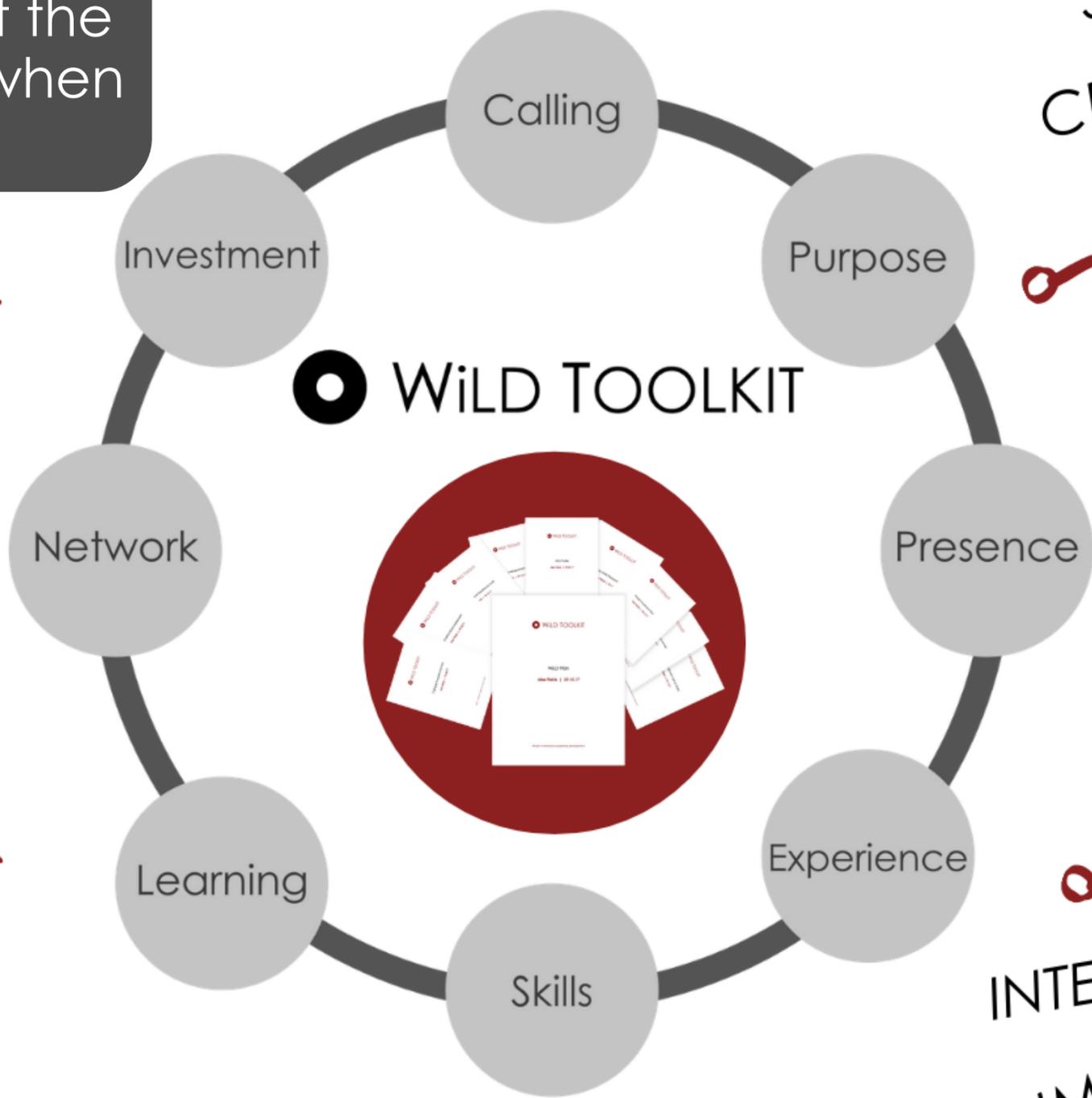
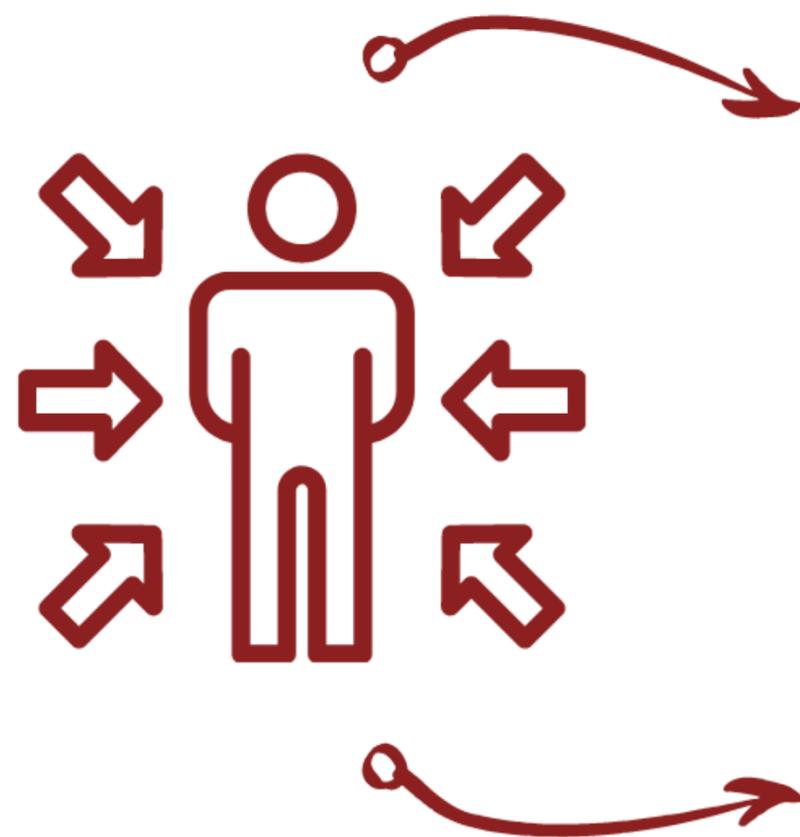


That's our hope for you.

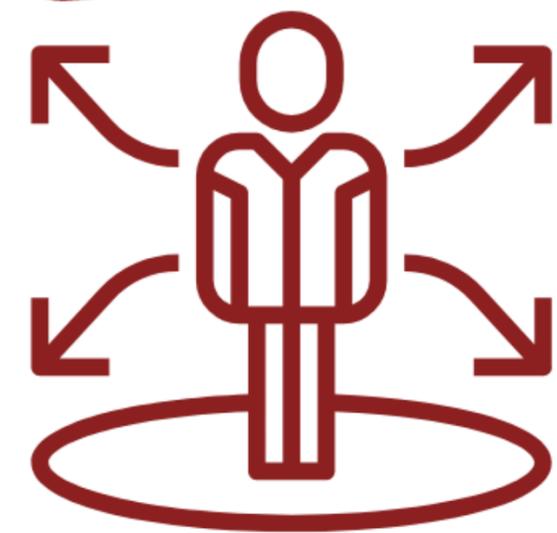
 **WILD LEADERS**

www.wildleaders.org | contact@wildleaders.org

The WiLD Leaders team tracks impact data across the 10 assessment Tools in the WiLD Toolkit. These are just a few of the ways that leaders changed when they completed our system.



SUPPORTED CONFIDENT
CREATIVE HOPEFUL
EFFECTIVE PATIENT
OPEN



INTENTIONAL CONVICTED
HUMBLE COURAGEOUS
PURPOSEFUL PRODUCTIVE

[LEARN MORE ABOUT THE WILD LEADERS IMPACT HERE.](#)

AUTHOR BIOGRAPHIES



Dr. Rob McKenna

Recently named among the top 30 most influential I-O Psychologists and featured in Forbes, Dr. Rob McKenna is the founder of WILD Leaders, Inc. and The WILD Foundation, and creator of the WILD Toolkit. His research and coaching with leaders across corporate, not-for-profit and university settings has given him insight into the real and gritty experience of leaders. His clients have included the Boeing Company, Microsoft, Heineken, Foster Farms, the United Way, Alaska Airlines and Children's Hospital. He is the author of numerous articles and chapters on leadership character, calling, effectiveness, and leadership under pressure. He served as the Chair of Industrial-Organizational Psychology at Seattle Pacific University up until 2020, with a total time at SPU of 25 years. His latest book, *Composed: The Heart and Science of Leading Under Pressure*, focuses on the specific strategies leaders can use to stay true to themselves and connected to others when it matters most. Rob lives in Washington with his wife, Jackie, and their two sons.



Dr. Daniel Hallak

Nothing gets Dr. Daniel Hallak more excited than the opportunity to build authentic relationships and intentionally develop leaders. As the Chief Commercial Officer at WILD Leaders, Daniel drives strategic commercial initiatives, and other operations, product development, and marketing efforts that support the development of whole leaders. He is known for bringing energy and thoughtful research-based practices that actually make a difference. Before WILD, he spent over a decade developing whole leaders in business, academic, and not-for-profit settings. He's run his own coaching practice and has had experiences as a recruiter at Microsoft, a Career Management Consultant at Right Management Consultants and in a leadership development role at Slalom, an award-winning consulting firm. He's also served as a coach, professor, and advisor at three higher education institutions. Daniel has spoken at countless events, conferences, and professional associations. He earned his Ph.D. and M.A. in Industrial-Organizational Psychology from Seattle Pacific University. He lives in Washington with his wife, Kristin, and their three children.