

## OUR AREAS OF PRACTICE

Our mission is to help leaders, employees and their teams to **RECOGNIZE, LEARN, PRACTICE & KEEP** sound priorities through the applied philosophy of Priority Thinking®. Our three key practice areas include:

### LEADERSHIP

Through our proprietary Good Will Leader (GWL) program, leaders develop an authentic sense of performance excellence and professionalism. The GWL concepts are supported and reinforced through coaching and development sessions for leaders and executive teams, interactive learning exercises, and structured leadership and executive development programs.

### ORGANIZATIONAL DEVELOPMENT

The Priority Thinking model provides high-impact support to organizations in the areas of:

- ◆ **Talent:** Find, assess, select, on-board, develop and retain top employees
- ◆ **Business Model:** Activate strategy through sound organizational design and value proposition clarity
- ◆ **Culture:** Identify, learn and activate the foundational principles that build a healthy, resilient and effective culture
- ◆ **Operational Excellence:** Utilize problem solving and other performance improvement methods
- ◆ **Advanced Analytics:** Apply advanced data modeling and analysis techniques to broaden the view of performance and risk

### ETHICS EDUCATION

Through the Priority Thinking model, leaders, employees and teams learn a robust and practical philosophical framework for making excellent choices based on our five-dimension interlocking model for choosing the real, authentic and greater good in every situation. Our ethics surveys and programs evaluate and increase your team's moral reasoning capacity and critical thinking ability.

(585) 388-2040

[www.PriorityThinking.com](http://www.PriorityThinking.com)

### ABOUT PRIORITY THINKING

Founded in 2003, our practice areas include executive & team coaching, organizational development, and ethics education.

With a team of professionals and scholars to teach your organization the Priority Thinking® model, our value proposition delivers three key results:

#### INCREASED PERFORMANCE

By focusing on results, we enable your organization to achieve its performance goals through strong leadership, talent and team collaboration processes.

#### REDUCED RISK

The Priority Thinking framework provides a foundation of sound priorities that supports and activates your organization's strategy and vision.

#### EMBEDDED ETHICAL POWER

Decision making in leaders, teams and individuals has increased ethical power at every level that cascades down into various organizational functions. We work with your teams to strengthen healthy professional relationships that focus on achieving the greater good of your organization.

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