



Developing leaders who inspire and sustain others to purposeful action, impact and results

*Ashton* 212

Business Transformation  
& Innovation Practice

## Developing leaders who inspire and sustain others to purposeful action, impact and results

The rate of change has never been faster. To keep up, businesses must continually reinvent themselves. It's hard work and requires deft handling. Ashton212 has the people you need to help you navigate the sometimes choppy waters of business transformation.

Today's world is one of accelerating disruption in every field, from finance and banking to healthcare to manufacturing. The businesses that survive are those that are quick and agile enough to adapt to conditions as they are, not as they were.

Our cutting-edge assistance helps you keep your business competitive in an environment characterized by explosive globalization, constant connectivity, and a fluctuating economy.

# Our Purpose

We serve socially conscious leaders and organizations that are ready for purpose-driven, values-focused transformation.

We work with leaders to distill their purpose into a clear business plan that translates purpose into action.

We partner with leaders like you as well as teams, organizations and communities to accelerate business transformation by building **Authentic Places**—workplace cultures and environments where people at all levels of the organization are seen, heard and feel a deep sense of belonging.

When you're in an **Authentic Place**, you radiate confidence, energy and courage that continually inspire you and others. You are able to create and sustain high-performing, inclusive and collaborative cultures that accelerate innovation and create a better world.

Authentically inspired cultures generate both personal and business success

Seen

Be your authentic self

Heard

Embrace the truth

Connected

Speak with trust and love

Authentic Places



Leadership for the 21st century  
requires collaborative alliance  
across all levels

# Our Beliefs

## Leadership Redefined

We are in the midst of radical global transformation that affects how we view power, authority and influence. We examine your current leadership approach based on today's social, political, cultural and economic contexts.

## Business Redefined

The words disrupt, align, transform and even love, are part of today's business vocabulary because executives, business leaders, and consultancies know that organizations of all stripes must continually reinvent themselves or die. Business transformation now grows from personal purpose, core needs and passions.

## Structures Redefined

Focusing on bottom-line results, rigid command-and-control hierarchies and functional silos have become obsolete. Leadership for the 21st century requires collaborative alliances across all levels; current hierarchical models are flipped, and the follower is expected to lead as effectively as the identified leader.

## Consulting Redefined

We create a custom blend of human systems and team-building learning including brain-based approaches. Our methodologies and tools are used to chart the journey, not define the destination.

**1.**

The results of data analysis generate an emotional response and illustrate urgency.

**2.**

Simple, jargon-free programs and approaches, and science-based, brain-friendly methodologies and tools create language that is uniquely meaningful to each individual.

**3.**

Leadership skills in three areas—cultural, emotional and learning agility—can be mastered on the job. Our leadership coaches and business consultants guide program participants from skills practice to mastery while they work on transforming the business.

**4.**

Business impact and success can be measured. The impact of our work yields recognizable shifts in individual and group mindsets, beliefs, attitudes and behaviors that remove barriers to inclusion and innovation.

# Our Services

Our integrative approach focuses on building an authentic foundation in five areas

## Individuals

Working with career and personal development coaches, individuals consider how their lived experiences and world views shape their leadership styles. Individuals are encouraged to examine self-generated insights about their behavior and attitudes. This examination increases their understanding of themselves, including how race, ethnicity, class, religion and other demographics shape how they see the world.

For greater self-exploration, individuals are invited to take advantage of assessments administered by our coaches. This deeper dive shows how an individual's multiple identities create infinite layers of complexity. A purpose-driven journey that starts with the exploration of self-transformation often stimulates individuals to find deeper meaning and connection in all they do, and to continue growing and bringing others along.

## Leaders

Executives leading organizational transformation often want to clarify and align their personal purpose with the organization's purpose, goals, and vision to gain greater traction and build faster momentum. Leaders work with an assigned coach to prepare their mindsets for business transformation and to evaluate the business culture in which they operate. Coaches help identify and overcome any barriers that may hold leaders back and stretch them to build a more inclusive, high-performing environment in which to transform, innovate and succeed.

## Teams

Leaders and team members learn how to use current brain science to create socially smart teams that motivate their members, improve collaboration, and sustain their performance over time. This just-in-time learning is integrated into each team's charter, enabling them to stay focused on their strategic objectives and immediate tasks while improving their cultural, emotional, and learning agility. Their newly adopted work processes strengthen their outcomes, helping them sustain their high performance, especially as new team members cycle on and others depart for other challenges.

## Organizations

Using our brain-based approaches, leaders and managers are able to design and develop integrated and holistic strategies to meet their market, talent and inclusion goals.

## Community

Leaders and organizations that desire to build bridges and alliances between corporate sustainability initiatives and social change and justice movements can also benefit from our brain-based methods to achieve their goals.



Do you want to bring your full self to work? Do you also care deeply for the environment, the state of education, justice, and gender equality in your country and world? Are you unsure of how to best articulate your personal purpose and bridge your purpose with your organization's mission? We can help you close the gap that exists between your authentic self and your organization's culture and politics.





# Who Should Participate?

- Executives
- Senior and mid-level managers
- Global market and business strategists
- Business development and integration leaders
- Organization change agents, senior human resources and organization design and development leaders
- Cross-functional, regional or global teams
- Teams brought together via merger or acquisition, or are in the midst of a restructure or strategic shift

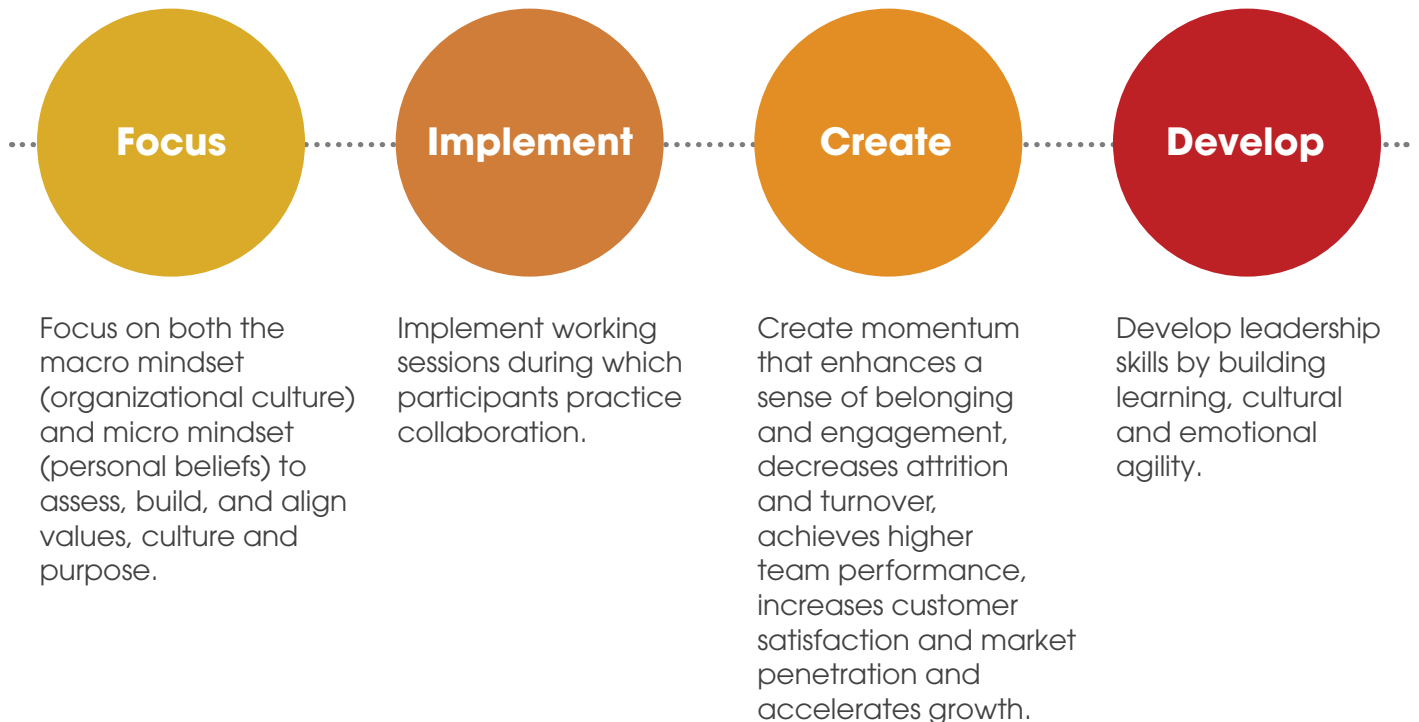




# Approach Design Elements

We don't lead with a methodology and we don't come with a pre-determined answer. Instead we work with you to custom-fit your program design that builds on a foundation of successful engagements, articulate deliverables and agree on timelines. Variables include program goal(s), team size, and the scope, urgency and potential impact of the specific business challenge(s) you wish to use as your experiential learning undertaking. The goal is to ensure that your results are not compromised by setting a timeline that is too short or too long.

## Design Elements Include:





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Ashton212 is proud to be among the nation's best women- and minority-owned businesses. In addition to our MBE certification from the National Minority Supplier Development Council and WBE certification from the Women's Business Enterprise National Council, Ashton212 is certified as a Women/Minority Business Enterprise (WMBE) by the California Public Utilities Commission.

