



C.A.R.E.: Creating business leaders who lead, engender respect and motivate people to follow and produce results, by balancing the human needs of employees with the work demands of business

A Universal Practice

- Billions of dollars are invested annually in leadership training that do not necessarily produce better leaders
- The practice of management and leadership often focuses on either people or profits instead of people and profits

A Universal Challenge

- Companies struggle to create an environment where employees *want* to work, rather than feeling that they *have* to, while at the same time delivering positive returns to the organization
- It does not come naturally for employers to integrate the human aspects of work with the business needs that typically fall within the purview of leadership responsibilities
- Industry lacks new and innovative ways to teach leadership skills that improve individual performance, workplace culture and business results

The Management/Leadership Hybrid

Leaders Need	Followers Need
To lead by example	To have role models
To impart skills and knowledge	To be exposed to new things
To deliver results to the business	To be motivated to produce results
To set direction, communicate expectations and provide feedback	To understand where they are going, what they need to do and how they are doing
To motivate, teach and challenge employees	To continue learning and growing

The Answer

- Rethink existing traditional management and leadership constructs
- Convert actions into outcomes that feed directly into company growth
- Manage and lead people in a way that brings out the best in them

Krysalis Solution

- C.A.R.E., a new management framework that develops leadership and management talent
- Shape roles and the communication necessary to ensure proper execution and delivery of results

Results and Returns

- An organization with leaders who manage and managers who lead
- A workplace that succeeds on a combined culture of business performance and the human element