



Why LeadQuest?

Every year millions and millions of organizational dollars are wasted because employees do not behave in an accountable way; i.e., they choose not to volunteer discretionary effort. Discretionary effort is what leaders get when they inspire employees to move from “compliance” to “commitment” – in other words, when they motivate employees to willingly volunteer behavior over and above the minimum necessary to do their basic jobs. This “want-to” vs. “have-to” behavior is what distinguishes high-performing organizations from the rest!



In our client engagements, we ask senior executives what percentage of their employees routinely volunteer discretionary effort. No matter the industry, the percentages we hear are between 5 and 50%. In other words, leaders typically report that between 50 and 95% of their employees do not give what they are truly capable of giving – their full potential. Given this, think about the impact that this important dynamic has on quality, productivity, customer satisfaction, morale, sales, growth, etc. – it’s absolutely HUGE! What’s equally huge is that, through the LeadQuest change process, we help leaders understand and embrace the fact that they are the primary cause of this problem. Then, we teach and transfer to them the tools needed to solve it!



At LeadQuest Consulting, Inc., we are leadership, team development, and culture-change experts – our trainers, facilitators and coaches are among the best in the business. Our change methodology is evidence-based and rooted in the sciences of Applied Behavior Analysis and Cognitive Psychology, and the field of Organization Development. At the center of our work are 10 Principles of Personal Leadership. These proven Principles enable leaders to improve their accountability, emotional intelligence (EQ) and resilience (adaptability) in order to shape an organizational culture where employees consistently choose to volunteer discretionary effort. It is important to note that an organization with such a high-performing culture is much more agile, hence, is able to adapt quickly to changes in the marketplace – a must in today’s business environment!



Our clients, most of whom have been supported by LeadQuest for 2-4 years (some even longer), have reported improvements in employee satisfaction/engagement due to significant improvements in leadership accountability, communication, expectations’ setting, coaching, trust and relationship building, culture shaping, etc. Simply put, our process produces results!



So, I’m curious – what percentage of your employees would you say come to work every day energized about being there and committed to doing their very best work (volunteering “discretionary effort”)? If it is less than 100% (or what you desire), LeadQuest can help!