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**We Help Founders, Business Owners, CEOs & Leaders  
Build Teams That Lead Themselves.**

## **Six Executives. One Strategy. Six Different Priorities.**

I was in a room recently with a leadership team that could recite their strategy from memory. All six of them, nearly word for word.

Then I asked a different question: what is the single most important priority for the next 90 days?

I got six different answers.

Not six ways of saying the same thing — six different priorities. Every one of them defensible. Every one of them is something the company genuinely needed. And that is exactly what makes this so hard to see from the inside.

This is the gap I run into most often, and it rarely shows up in the strategy deck. The deck is fine. The off-site happened. The words are on the wall.

It shows up somewhere else:

- Meetings that circle the same decision for a month
- Decisions that get made in the room and quietly revisited in the hallway
- Two functions working hard, in good faith, in different directions
- A team that looks aligned right up until everyone goes back to their desk

Strategy is what you choose to do. Alignment is whether six people would independently write down the same answer when you ask them what matters most right now. Those are not the same thing, and the second one is where execution actually lives.

Here is the uncomfortable part. A team can be smart, experienced, hard-working, and genuinely committed, and still be misaligned. Misalignment is not a character problem. It is a clarity problem. That is good news, because clarity is fixable in weeks, not years.

The test costs you nothing. In your next leadership meeting, before any discussion, ask everyone to write down the single most important priority for the next 90 days. Then read them out loud.

If you get one answer, you have something rare. If you get six, you have just found the highest-leverage work available to you this quarter.

[Book A 30 Minute Meeting With Me](#)

# Executive Coaching Case Study

At a regional communications services company, projects and associated revenue had grown 2-3x in a year, and the strain was showing up the way it usually does: unclear priorities and decisions routing back through the top instead of getting made at the operations level. The Corporate Leadership Team were former project leaders with 20 years' experience. They had great capability but had to let go of decisions that needed to be made by project team leaders. We ran a full-day leadership off-site, then put two senior leaders into a standing coaching cadence. Each left with a written 30–90 Day Leadership Commitment. We have met every other Friday since, resulting in better delegation, clarity at the project level, and leadership operating at a more strategic level. The objective is to build a stronger leadership team that can focus on growth, clients, resources, and investment, and stop operating at the day-to-day tactical level.

## Most Read LinkedIn Posts

**On culture, values, and what performance really costs**

My most-read post of the year — more than 90,000 views.

[LinkedIn: Culture, Values & Performance](#)

On leadership, your best people, and sharing the load

[LinkedIn: The Best Leaders Share The Load](#)

On what tolerating toxic behavior actually costs you

[Proactive Coaching of Toxic Behaviors](#)

## How We Help Build Great Leadership Teams

**Speaking.** Three-hour interactive workshops for CEO and executive peer groups — Vistage, C12, Convene, EO, and private forums. Four programs, all built on the Table Group frameworks: The Ideal Team Player, The 6 Types of Working Genius, The 5 Behaviors of a Cohesive Team, and The 4 Disciplines of a High-Performing Team. Engaging discussion format. Members leave with something they can run with their own team the next day.

**Executive Coaching.** One-on-one work with a CEO or senior leader on a standing cadence. Two assessments — Working Genius and Ideal Team Player — to find where a leader's energy and blind spots actually sit. Every engagement produces a written 30-90 Day Leadership Commitment, and each session ends with a recap the leader can hold themselves to.

**Team Development.** A 90-day engagement anchored by a two-day leadership off-site. Assessments first, to find where a team is genuinely stuck rather than where it says it is. Then the off-

site, then a cadence of follow-through so the work becomes fully integrated into the Leadership Team operating rhythm.

[Schedule A 30 Minute Exploratory Discussion](#)



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