



**CRAIG LEMASTERS**

## GET UNSTUCK: UNLOCKING AND ACTIVATING THE WISDOM OF OTHERS

NOVEMBER 15, 2022 | 9:00 A.M. – 4:00 P.M.

If you are stuck, you are not alone! In fact, if you don't think you are stuck on something you are probably kidding yourself. We all get stuck. Stuck is sneaky, because it is rarely a complete standstill. Often our teams have a well-defined goal to achieve, yet with an ever-changing environment, new challenges that must be met, deadlines to meet those challenges, and budgets to adhere to, the task feels overwhelming. Rarely do things progress as quickly as we would like.

The more we push our teams outside their core competencies, the more they face gaps in understanding and the more likely they are to get stuck. As a leader your job is to confidently bring clarity and efficiency to ensure your team's success, but how? What you need is to be able to understand and become fluent in a simple, yet practical equation.

$W = K \times E$ ; *Wisdom equals Knowledge multiplied by Experience*. This radically different approach will accelerate progress and maximize output across your team and allow you to move confidently through some of your most challenging issues.

Craig calls this rapid cycle learning. This approach has helped hundreds of senior leaders within dozens of Fortune 500/Global 2000 organizations get unstuck, generating over \$400 million in revenue. In this program, you will learn the four steps to unlock wisdom-based learning. With hands-on exercises, you will take your organization's most pressing challenges and work your way through the steps of wisdom-based learning to map out not only the most efficient way to meet your goals, but also how to form messaging for communication to unite your team and provide vision.

### This program will help leaders:

- Understand the four-step wisdom-based approach to improve individual and organizational grit.
- Identify where you are stuck (A) and where you want to be (B) by building an execution road map.
- Communicate clearly to build alignment and achieve commitment across your team.

**Competencies Addressed: Collaborates, Communicates Effectively, Decision Quality, Drives Results, Manages Complexity**

### CRAIG LEMASTERS

Craig Lemasters is an author, entrepreneur, investor, and board member with more than two decades of success in executive leadership positions, now dedicated to helping senior leaders get unstuck on the major growth challenges to their businesses. Craig works with global enterprises, focused on identifying knowledge gaps, aligning organizations around their strategic direction, and enabling critical decision making. Craig previously served as the CEO of Atlanta-based Assurant Solutions, a subsidiary of Fortune 500 Assurant, Inc. During his tenure, he led Assurant's digital transformation and expansion into a global enterprise with a presence in 25 new markets around the world. Craig speaks for a wide variety of industry and leadership audiences around the world and recently published the best-selling book, *Unstuck*, which deep dives into his journey as CEO and teaches readers how they can leverage his unstuck methodology to tackle their most pressing business challenges.

