



# **Leader Ledger**

**Are YOU a Good Leader?  
Prove It.**



# **Leader Ledger**

**Leader Ledger™**

**Developed by Frank Turner**

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**559.210.4333**



All I want to do is  
**HELP WINNERS WIN**

**HELP:** To provide what is necessary to accomplish a task

**WINNERS:** People who are known by consistent excellence

**WIN:** To overcome an adversary to gain the intended victory

**“The plan in the heart of a person is like deep water.  
And a person of understanding draws it out.”**



**Leader Ledger™ is a Quarterly Measurement Tool  
That Converts Internal Messaging into DATA,  
Empowering Leaders To Lead More Effectively.**



## Problem:

1. In order to increase output, leaders must unify.
2. In order to unify, leaders must communicate with effect.



2 Minute Video



**Problem:**

- 1. In order to increase output, leaders must unify.**
- 2. In order to unify, leaders must communicate with effect.**

The only way to move an organization to the “next level” is to unleash the super power of ***Unified Human Productivity***.

And the only way to unleash unified productivity is to first unify the **BELIEFS** of the entire team - from the C Suite to the Floor Sweep.

And the task of unifying a team’s beliefs is very, very difficult to do.



**Problem:**

- 1. In order to increase output, leaders must unify.**
- 2. In order to unify, leaders must communicate with effect.**

So how can executive teams confidently KNOW whether or not their messaging is being absorbed?

All too often companies continuously outline their vision, construct their mission statement, and articulate their purpose until they're blue in the face. But unless those visions + missions + purposes grow from within the fertile soil of an aspirant team, the unified productivity cannot happen.





**Leadership = Communication**  
**Communication = Leadership**



2 Minute Video



**Leader Ledger™ very uniquely helps CEOs grade their own effectiveness.**

- **Of course your company has a Vision**
  - **But is the vision REALLY understood?**
  
- **You and your team know there is a culture with Values**
  - **But are the values real, or merely imagined?**
  
- **The company's Purpose is clearly stated on the website.**
  - **But is that Purpose ACTUALLY shared?**

# The Power of Collective Ambition

by Douglas A. Ready and Emily Truelove



## Introduction

In my research, I found a few roots of the concept of “Unifying Thought.” The first is from the Harvard Business Review through which the authors coin the term “Collective Ambition” ([link following](#)).

Their primary point is by clarifying the seven components of Purpose + Vision + Targets + Priorities + Brand + Values + Behaviors, a company creates “The Glue and the Grease” to move the company forward.



# The Power of Collective Ambition

by Douglas A. Ready and Emily Truelove

That model is expressed in what we call *collective ambition*—a summary of how leaders and employees think about why they exist, what they hope to accomplish, how they will collaborate to achieve their ambition, and how their brand promise aligns with their core values. These companies don't fall into the trap of pursuing a single ambition, such as profits; instead, their employees collaborate to shape a collective ambition that supersedes individual goals and takes into account the key elements required to achieve and sustain excellence.

<https://hbr.org/2011/12/the-power-of-collective-ambition>



## Introduction

The second root is found in the seminal work, “Good to Great.” Jim Collins and his research team establish seven unique components of organizational greatness. Mr. Collins’ findings overlap the HBR research, but add in components of Effective Leadership and Performance Metrics.

Leader Ledger™ is a conglomeration of these theories, and others, the summation of which are two effective and concise statements that influence my hypothesis stated on the “Leadership = Communication mantra:

1. [Purpose] Establishes [Vision + Values + Brand + Performance]
2. [Vision + Values + Brand + Performance] Set the Expectation of [Leadership Behavior]





## What You'll Discover from Leader Ledger™



1. Your team is on the same page. But to what degree?
2. Your leaders and managers are communicating the Purpose and Values of the company. But does the message stick?
3. The company has so much potential, but for some reason, year after year, why does that potential continue to be unrealized.

Leader Ledger™ answers these questions in as simply as possible in a way that can be benchmarked and measured.



## Leader Ledger™ Surveys

Following are five brief surveys designed for Leaders to give to their direct reports.

- If your leaders and managers score 50% or below, it means that leadership has not just dropped the ball, but likely never even knew there was a game to be played in the first place. A Leader Ledger™ score below 50% means leadership - from the executive team to the floor manager - has failed to communicate effectively ... likely inhibiting growth.
- A Leader Ledger™ 80% or above means leadership has been successful in getting everybody on the same page, unifying effort, and the company poised to make a big leap forward.



# **Leader Ledger**

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## Leader Ledger™ Survey: PURPOSE

### Discover:

- As Simon Sinek puts it, “People don’t buy what you do; people buy WHY you do it.”
- When people’s passions align with the company purpose, then everyone is fired up to give their best to pursue that collective purpose.
- PURPOSE DRIVES ALL

### How To Do It:

1. Interview Executives and Board members to generate consensus on the main reason the company exists, combined with “Key Performance Indicators (KPIs) that drive that reason into the future.
2. Choose one KPI around which the entire company can rally around, that is the root of promotions, and that you have historical data on.
3. Every quarter, use the Purpose Survey to gauge the buy-in of Executive, Leaders and Staff

**Survey:** <https://forms.gle/Qgg2xP5iS1fz3ahKA>



## Leader Ledger™ Survey: PURPOSE

Your Name: \_\_\_\_\_

Your Company: \_\_\_\_\_

Your Email: \_\_\_\_\_

An organization's "PURPOSE" is its "why" ... the one-thing that motivates employees and customers to keep coming back. I know EXACTLY why this organization exists.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

I feel that the things that motivate me are similar to this company's.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

I clearly understand what this company is passionate about.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

My passions and how I see the world align closely with the company's.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

I clearly understand WHY employees enjoy working here and WHY customers continue to buy from us.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**BONUS QUESTION:** The best you can, please describe this organization's Purpose:

\_\_\_\_\_



## Leader Ledger™ Survey: VISION

### Discover:

- What does “WINNING” mean in 3 years? 5 years?

### How To Do It:

1. Interview executives and Board members
2. Interview mid-level and low-level staff to balance internal viewpoints
3. Summarize by noting common words, Uncover common themes, then narrow until team consensus
4. All participants take the VISION Test.
  - a. Calculate all scores, choose average score

**Survey:** <https://forms.gle/NrgKKGogBQMCF6Hv6>



## Leader Ledger™ Survey: VISION

Your Name: \_\_\_\_\_

Your Company: \_\_\_\_\_

Your Email: \_\_\_\_\_

"VISION" means "How we hope things will be in 3 years, or 5 years, from now." I clearly understand the company's vision.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

The company's VISION has been clearly communicated since I've been here.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

I've been given precise and measurable tasks that are aligned with the company's VISION.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

I've seen discussions about the organization's VISION happen often when management talks with the rest of the team.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

The company's VISION makes me excited to work here.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**BONUS QUESTION:** The best you can, please outline this organization's Vision:

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## Leader Ledger™ Survey: VALUES

### Discover:

- Uncover the REAL identity by finding your “N.U.T.s:”
  - (Non-negotiable, Unalterable Truths)
- Define what your team does - or aspired to do - better than any other team in the industry.

### How To Do It:

1. Interview Executives and Board members
2. Interview mid-level and low-level staff to balance internal viewpoints
3. Summarize by noting common words, Uncover common themes, then narrow until team consensus
4. All participants take VALUES Test
  - a. Calculate all scores, choose average score

**Survey:** <https://forms.gle/maWjAjCsaYj5SSMBA>





## Leader Ledger™ Survey: BRAND

**“ ‘Brand’ is the Customer’s PERCEPTION of an Organization ...”**

Marty Neumeier: The Brand Gap.

### **Discover:**

- What is the REAL truth of your reputation?
- Gain confidence from knowing the non-filtered reality of what customers actually receive - and expect - from you.

### **How To Do It:**

1. Interview Executives and Board members
2. Interview mid-level and low-level staff to balance internal viewpoints
3. Interview a minimum of 100 customers to see what the truth of your reputation actually is
4. Summarize by noting common words, Uncover common themes, then narrow until team consensus
5. All participants take VALUES Test
  - a. Calculate all scores, choose average score



## Leader Ledger™ Survey: BRAND

Your Name: \_\_\_\_\_

Your Company: \_\_\_\_\_

Your Email: \_\_\_\_\_

A company's BRAND is the customer's perception of what the company is ... what the company stands for. It is what customers expect from the company based on the company's reputation and any previous experiences with the company.

**I am on the same page with everyone else in the organization knowing what the "ONE THING" that defines us.**

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**I know exactly what our customers expect from us.**

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**What customers expect from us and what we deliver to them are exactly the same thing.**

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**I am very good at explaining to people what our company does that is different from what any other company does.**

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**That thing that we do better than anyone else makes me excited to work here.**

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**BONUS QUESTION: The best you can, please describe this organization's BRAND:**

\_\_\_\_\_





## Leader Ledger™ Survey: PERFORM

### Discover:

- What are the KPIs that drive organizational excellence?

### How To Do It:

1. Interview Executives and Board members to generate consensus on the Top 5 KPIs that uniquely track your core competencies
2. Choose one KPI around which the entire company can rally around, that is the root of promotions, and that you have historical data on.

**Survey:** <https://forms.gle/XMbrUhDgudTq9gs47>



## Leader Ledger™ Survey: PERFORM

Your Name: \_\_\_\_\_

Your Company: \_\_\_\_\_

Your Email: \_\_\_\_\_

"Key Performance Indicators" are ways a company measures productivity of employees and overall success of the company. I am totally clear on how this organization measures its success.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

I am totally clear on how this organization measures MY success.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

My bonuses and promotions are exactly related to how my success is measured.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

I can name this organization's 3 main performance indicators.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

The way we measure success makes me excited to work here.

1 2 3 4 5 6 7 8 9 10  
Strongly Agree Strongly Disagree

**BONUS QUESTION:** The best you can, please describe how this organization measures your effectiveness:

\_\_\_\_\_



## CONCLUSION

- Truth #1:** The only way to move an organization to the “next level” is to unleash the super power of ***Unified Human Productivity***.
- Truth #2:** The only way to unleash unified productivity is to first unify the **BELIEFS** of the entire team - from the C Suite to the Floor Sweep.
- Truth #3:** The best way judge a leader’s effectiveness is in how well he/she unifies the beliefs of the organization in a way that creates and evolves unified productivity toward a specified goal.



## CONCLUSION

**Leader Ledger™ is a Quarterly Measurement Tool  
That Converts Internal Messaging into DATA,  
Empowering Leaders To Lead More Effectively.**

My hope is as you regularly utilize Leader Ledger's feedback to test your leadership's communication effectiveness, that your organization will transform into your market's most focused and super-powered goal-completing juggernaut in your market.

Let me know how it goes.

:)

# Work with Frank Turner

## **On-Site Strategic Planning WINNER'S WORKBOOK Advisory**

- Intensive Team-Oriented Brainstorming for "Radical Differentiation"
- Macro Corporate Plan Is Complemented with Micro Synergistic Team-Level Plans
- Culmination of Company-Wide Plan Every Team Member Can Buy Into

\$8850 per day  
Plus travel & expenses

## **PROJECT MANAGEMENT: Leader Ledger**

- On-Phone Interviews with Leader's Direct Reports, Expanded to Teams as Desired
- Compilation of Data to Show Mathematical Path to Leader's Effectiveness
- Establishment of Quarterly Baseline So Leader Can Track Improvement and/or Decline

\$8850 per day

## **PROJECT MANAGEMENT: Customer Surveys**

- Work with Team to Design the Right Combination of Questions That Are Both Brief and Beckon a Follow Up Call
- Design CRM to ensure transparency to all involved
- Execute phone campaign
- Full reporting, including discovery of trends, issues, and opportunities

\$48 per completed survey