

Video Script

Technique name changed for reasons of confidentiality. Over video:

[Robert:]

As an executive leadership coach, I work with a lot of successful people: CEOs. Executives. HR managers. People on the way up.

If they're so successful, why do they come to me asking for change?

They seek change because they understand a fundamental truth: that the behavior that gets us to one level doesn't always take us to the next.

My technique, which I call Feed Ahead, *helps leaders get to the next level.*

[Narrator:]

Effective communication is the glue that holds organizations together.

Most have only *downward feedback*—management talking *down* to employees.

Usually with a focus on the past.

Backward-looking feedback tends to be negative, doing more harm than good.

Feed Ahead takes a radically different approach.

This revolutionary yet simple technique helps leaders tune into opportunities available *now*.

The result? Dramatic improvement in all areas.

A more dynamic, open organization.

Happier leaders and employees.

[Robert:]

We can't change the past. We *can* create the future.

[Narrator:]

Feed Ahead. Creating success through empowering leaders.