

SURRENDER *to* LEAD

The Counterintuitive Approach to Driving Extraordinary Results

By Jessica Kriegel and Joe Terry

When it comes to leadership, the idea of total control can be seductive. But it may also be what's holding you and your team back from achieving extraordinary results.

Motivated by fear, leaders too often become caught in the Action Trap, a bias toward top-down directives and management that may produce short-term gains but ultimately stifle adaptability, the most important engine of growth.

Drawing on decades of experience and extensive research, including a study in collaboration with Stanford Graduate Business School, Change Activation experts Joe Terry and Jessica Kriegel have found a solution.

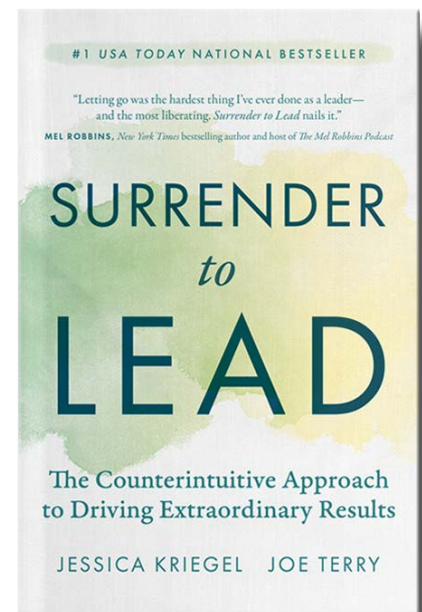
(Purpose + Strategy + Culture = Results)

Through intimate storytelling and real-life examples, they reveal the Results Equation, a powerful new way of thinking about leadership based in love rather than fear that has proven to:

- Drive more than 4X revenue growth
- Improve clarity, alignment, and accountability
- Foster a culture of adaptability and continuous improvement

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FROM THE EXPERTS IN
CHANGE ACTIVATION



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What if the secret to driving results isn't control but letting go?

The most important key to this approach is also the most counterintuitive: surrender. Not surrender as in quitting, but surrendering the need for control and instead focusing on creating the conditions for greatness by shaping experiences that change how people think and, ultimately, how they act.



About Culture Partners

Culture Partners is the leader in Change Activation, helping organizations achieve extraordinary results by creating clarity, alignment, and accountability across their purpose, strategy, and culture. Powered by 37 years of research, world-class IP, and award-winning expertise, we equip leaders with a practical framework to align people, processes, and priorities and activate a culture of ownership. Millions of individuals in thousands of organizations worldwide rely on us to unlock human potential, accelerate performance, and empower people at every level to drive business-critical results.

Spend 30 minutes with our subject-matter expert senior partners to discuss and address your organization's challenges through specific culture recommendations to change the entire trajectory of your organization.

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