



## Your Greatest Risk. Your Greatest Advantage.

When there's no clear leadership strategy in place, the impact reverberates across the organization:

- Key roles open - and no one's ready to step up.
- Promotions are driven by politics and bias, not potential.
- High performers leave because they don't see a career path.
- Toxic achievers get rewarded and promoted.
- External hires struggle to stick, adding cost and instability.

The issue isn't a lack of effort. It's a lack of strategy.

A well-defined leadership strategy identifies the leaders you need, reveals critical capability gaps and offers a clear roadmap to develop the skills and behaviors that drive long-term success.



LEADERSHIP

Leadership  
Strategy

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## A Hidden Driver of Performance.



# 34%

higher retention of top performers for companies that align talent and business strategies.<sup>1</sup>

# 2x

more likely to financially outperform competitors with strong leadership in place.<sup>2</sup>

# 11%

of organizations have a strong bench ready to lead at the next level.<sup>3</sup>

# 58%

of people say they won't work for a company with a bad leadership culture.<sup>4</sup>

1. State of Talent Optimization' research report (Predictive Index, 2020)
2. Leadership research report (Brandon Hall Group, 2024)
3. Toxic Work Cultures research report (SHRM, 2019)
4. Global Leadership Forecast (DDI, 2023)



"They helped us cut through the noise and define exactly what kind of leadership we need - not just for today, but for where we're going."

Chief People Officer,  
Global Tech Firm

Select clients include:



Booz | Allen | Hamilton



# The Power of an Integrated Strategy.

## A Framework for Future-Ready Leaders

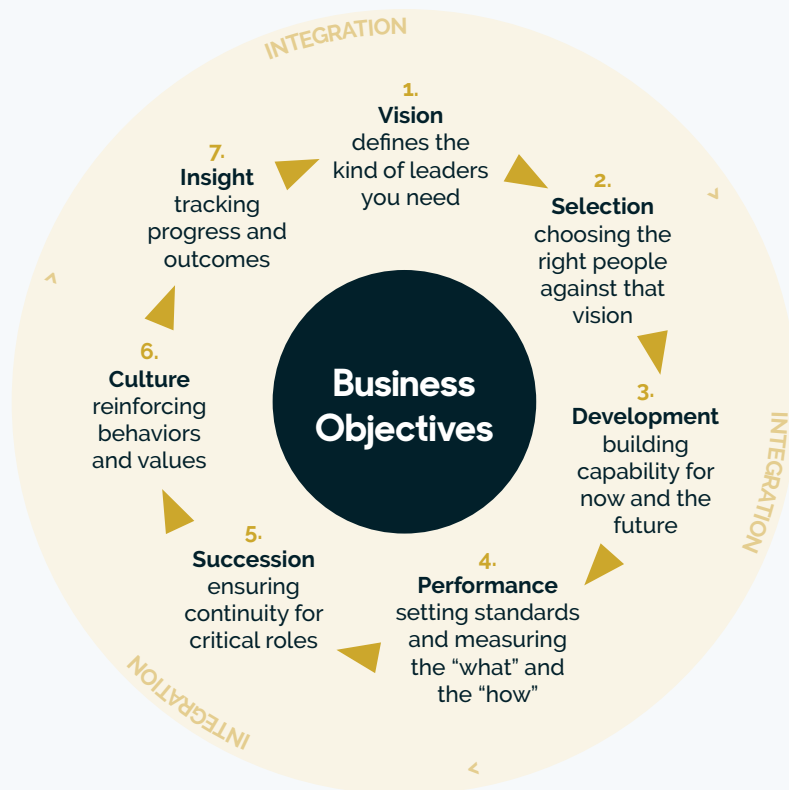
The ORL Strategy Framework is built from hundreds of conversations with HR leaders, executives and organizational experts. It distills what works into a practical, enterprise-wide approach - anchored in your business priorities and a bold, inspiring vision.

## The Whole is Greater than the Sum of the Parts

A true strategy isn't a set of standalone programs. It defines the kind of leaders your business needs and brings together the systems that shape them - selection, development, performance, culture, and accountability - into one integrated approach.

## From Vision to Action

**The result:** clear standards for talent decisions, fair and data-driven processes, consistent opportunities for growth and shared accountability. It creates a common language so every function and team is aligned on what "great" looks like - and how to build it.



# Our Leadership Strategy Solution.

*From rapid diagnostics to full transformation, we help organizations design leadership strategies that deliver.*

Our proprietary **Leadership Strategy Maturity Model** gives HR and OD leaders a clear view of where they stand today, a benchmark against peers, and a roadmap to build the leadership their future demands.

"This wasn't about frameworks and theory. It was focused, strategic, and firmly grounded in our reality."

SVP,  
Talent & Culture,  
US Public Agency

## Where the Gaps Show Up.

Without an integrated strategy, the cracks become obvious.

### 1. Big Plans, Thin Bench

The business is growing or changing fast, but your pipeline isn't keeping up.

**How We Help:** Define the leadership qualities you need, assess the gaps and build a roadmap to strengthen your bench - fast.

### 3. Measuring 'What,' Ignoring 'How'

Performance reviews track results, but not the behaviors that shape culture and sustain success.

**How We Help:** Link leadership expectations to performance management - show 'how' leaders deliver matters as much as 'what'.

### 2. Development Without Direction

Leadership programs exist, but they don't prepare leaders for the pace, complexity, or demands of tomorrow.

**How We Help:** Tie development to real business demands, equipping leaders with the capabilities to deliver growth, transformation and long-term success.

### 4. Fuzzy Expectations, Wrong Fit

Without a shared definition of 'great' leadership, hiring and promotion decisions stay subjective - and risky.

**How We Help:** Define a clear, practical Leadership Imprint to select the right leaders to the right roles at the right time.

Produced by Designworks.

## Is your bench ready for what's next?

For more information, visit [orleadership.com](https://orleadership.com)  
or send us an email at [craig.simpson@orleadership.com](mailto:craig.simpson@orleadership.com)