

Strengthening

Organizational

Connectivity

A New Paradigm

Fresh thinking in leadership theory and organizational design is hard to come by these days.

But Withiii's work around **Organizational Connectivity** is one of those rare, new breakthroughs.

As Withiii Founder Jim Ferrell writes in his bestselling book, *You and We*, "Management of the individual is dead, or soon will be; management of relation is the new leadership paradigm."

In a world where people and organizations are needing to figure out how to do more with less, Withiii's technologies and methodologies show that the most powerful solution has, until recently, remained hidden in plain sight.

Working better together requires higher levels of connectivity within and between teams and departments.

The trouble is, leaders and organizations lack the ability to see what is happening in the connective space between people and groups. They focus on the outputs of the parts and the whole without sightlines into the space where company performance is forged.

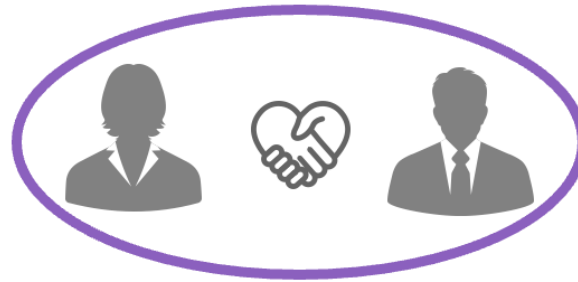
So long as this space remains opaque, leaders are flying blind.

We cure this problem. Through our connective technologies and methodologies, we illuminate the invisible and make direct work on connectivity possible.

We make connectivity **visible**, **measurable**, and **actionable**.

Connectivity Levels

2 Compounding
Integrate



1 Multiplication
Collaborate



0 Addition
Co-exist



-1 Subtraction
Resist



-2 Division
Obstruct



Individuals, teams, and departments operate at one of five levels of connectivity with each other. Organizational performance improves significantly and exponentially with each leap in connectivity.

Our research shows that companies operate only about a quarter point higher than raw Addition on average, which severely limits performance.

We help clients to elevate connectivity across the system to **Multiplication** and **Compounding** levels.

We utilize three technologies to illuminate what is happening in the connective space in organizations:

1. 4-Quadrant Organizational Assessment

We measure 20 organizational characteristics that either support or impede connectivity in organizations and illuminate the issues that are blocking connectivity across the various levels and divisions of a company. We begin most client projects by running this assessment and delivering a comprehensive analysis to company leadership.

2. Team and Organizational Connectivity Mapping

Withiii's connectivity mapping technology equips teams and organizations to (a) quantify current levels of connectivity between the various parts of the organization, (b) set connectivity target levels for the key intersection points across the organization, and (c) track progress toward those targets

3. Relational Leadership 360

Withiii's Relational Leadership 360 equips individual leaders with data around the degree to which their leadership practices are bringing people more productively together.

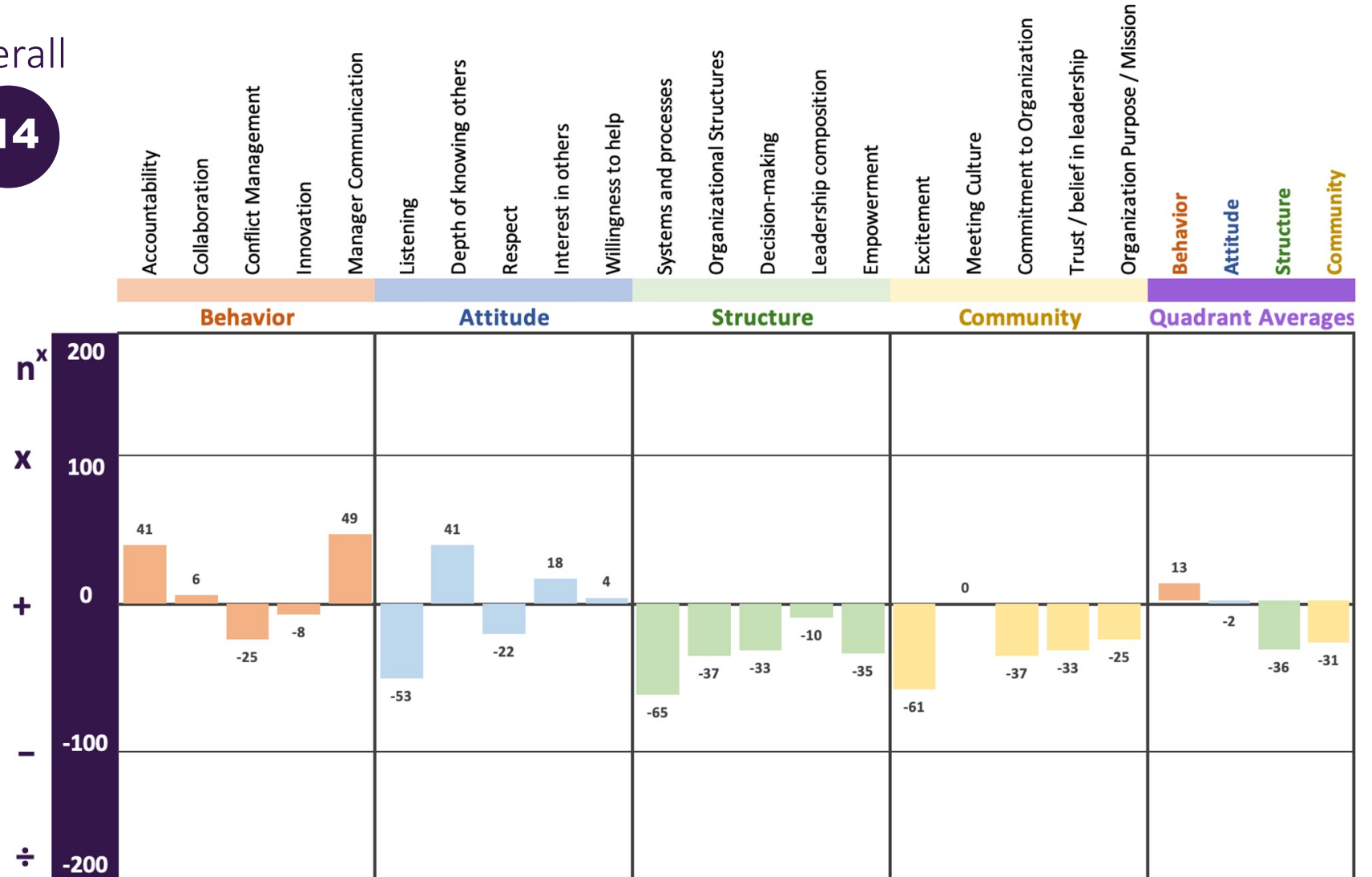
We provide more information on these tools over the next three pages.

4-Quadrant Assessment

Across the two individual and two collective dimensions of organizations, we assess and track factors that are either enabling or blocking higher levels of connectivity.

Overall

-14



Connectivity Mapping

Our connectivity mapping technology equips people to build connectivity maps to quantify and track connectivity levels between team members and departments. We build these maps in live engagements with clients.

Individuals, teams, and departments can set target connectivity levels and track progress against those targets.

CURRENT CONNECTIVITY MAP

	Product	Ops	Delivery	Engr	Innov	Mktg	Sales	AVG. GIVEN
Product		0	1	0	1	1	0	0.50
Ops	0		0	0	0	1	0	0.17
Delivery	2	-1		0	1	0	0	0.33
Engr	1	1	0		1	-1	1	0.50
Innov	1	0	1	1		0	0	0.50
Mktg	2	0	0	-2	0		0	0.00
Sales	1	-1	0	0	0	0		0.00
AVG. RECEIVED	1.17	-0.17	0.33	-0.17	0.50	0.17	0.17	0.29

TARGET CONNECTIVITY MAP

	Product	Ops	Delivery	Engr	Innov	Mktg	Sales	AVG. GIVEN
Product		0	2	2	2	2	2	1.67
Ops	1		2	1	1	2	2	1.50
Delivery	2	2		0	1	1	1	1.17
Engr	2	1	0		2	1	1	1.17
Innov	2	0	1	2		1	2	1.33
Mktg	2	2	0	1	1		1	1.17
Sales	2	2	1	1	1	2		1.50
AVG. RECEIVED	1.83	1.17	1.00	1.17	1.33	1.50	1.50	1.36

Relational Leadership 360

We help company leaders strengthen their connective abilities through Withiii's Relational Leadership 360 and coaching, which help leaders around the **Seven Rules of Relation:**

- Care about the whole person
- Help others succeed
- Get curious
- Don't just interact, connect
- Start with synthesis
- Tell on yourself and praise others
- Prize difference

Leaders gain deep and actionable insights into the ways others experience them in relation and receive specific guidance on how to improve their relational leadership capabilities.

We tailor our work to client needs and realities. The following are some of the modalities and strategies we utilize when crafting client engagements.

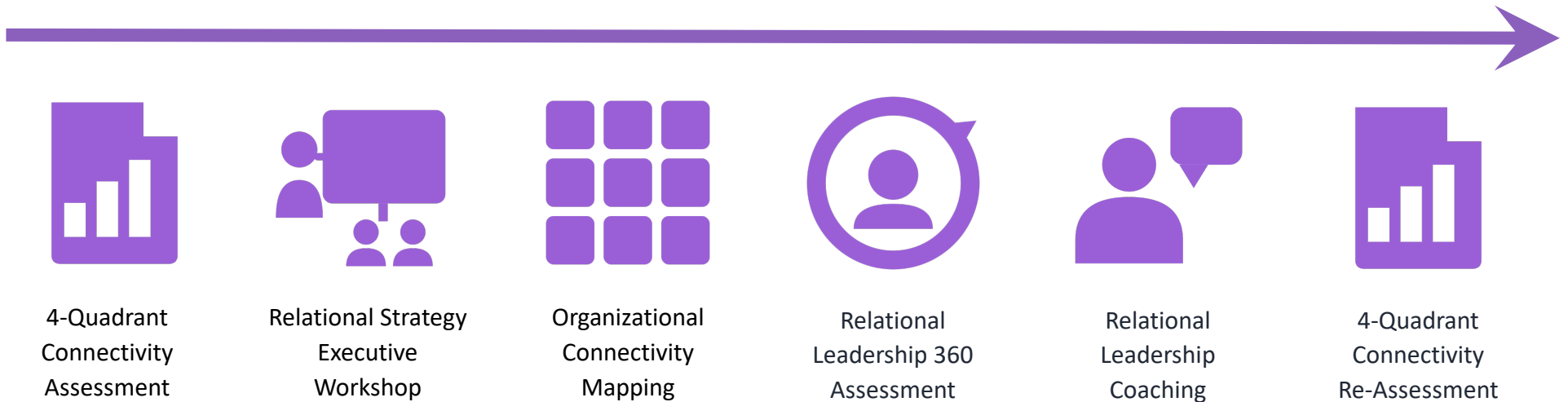
Engagement Modalities

- 4-Quadrant Organizational Assessment to set baselines and to identify current connectivity blockers
- Workshop(s) with Senior Leaders
- Relational Leadership 360s and Coaching
- Implementation Sessions
- Leadership workshops with L2 and L3 leaders
- Cross-functional Connectivity Team Roll-out
- Internal Connectivity Champion and Practitioner Training and Support
- Track progress with Connectivity Mapping and Assessments

Executive Team Engagement Design

We typically start engagements by running the 4-Quadrant Connectivity Assessment to gauge current realities in the company.

After reporting our findings, we then typically conduct a workshop with the Executive Team (1-2 days).



In that workshop, we typically create current and target Connectivity Maps of the executive team and the enterprise.

Thereafter, we often run the Relational Leadership 360 for the executives and then help them individually through Relational Leadership Coaching.

We can then iterate the 4-Quadrant Assessment and the Connectivity Maps to track progress.

Leadership Engagement Design

When we work as well with L2 and L3 leaders, we hold workshops with them as well, build Connectivity Maps from their perspectives, and then form them into cross-functional Connectivity Teams to extend learning over time and to help them address high-value organizational issues together. We then track progress.

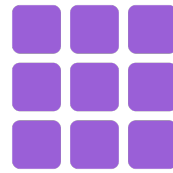
Executive Team



4-Quadrant
Connectivity
Assessment



Executive
Workshop



Connectivity
Mapping



360
Assessment



Leadership
Coaching

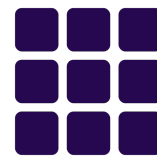


Re-
Assessment

VP / Director Level



Director / VP
Workshop(s)



Connectivity
Mapping



Connectivity
Teams

Enterprise Engagement Design

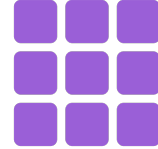
Executive Team



Connectivity Assessment



Executive Workshop



Connectivity Mapping



360 Assessment



Leadership Coaching

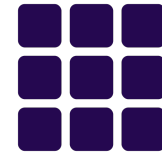


Re-Assessment

VP / Director Level



Director / VP Workshop(s)



Connectivity Mapping



Connectivity Teams



Connectivity Champions

Entire Organization



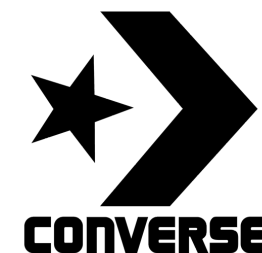
Champion-led Initiatives



Organizational Mapping

We can extend the effort down through the enterprise by preparing key leaders as Connectivity Champions who can then facilitate connectivity workshops through the company, run connectivity mapping assessments, and implement connectivity strategies.

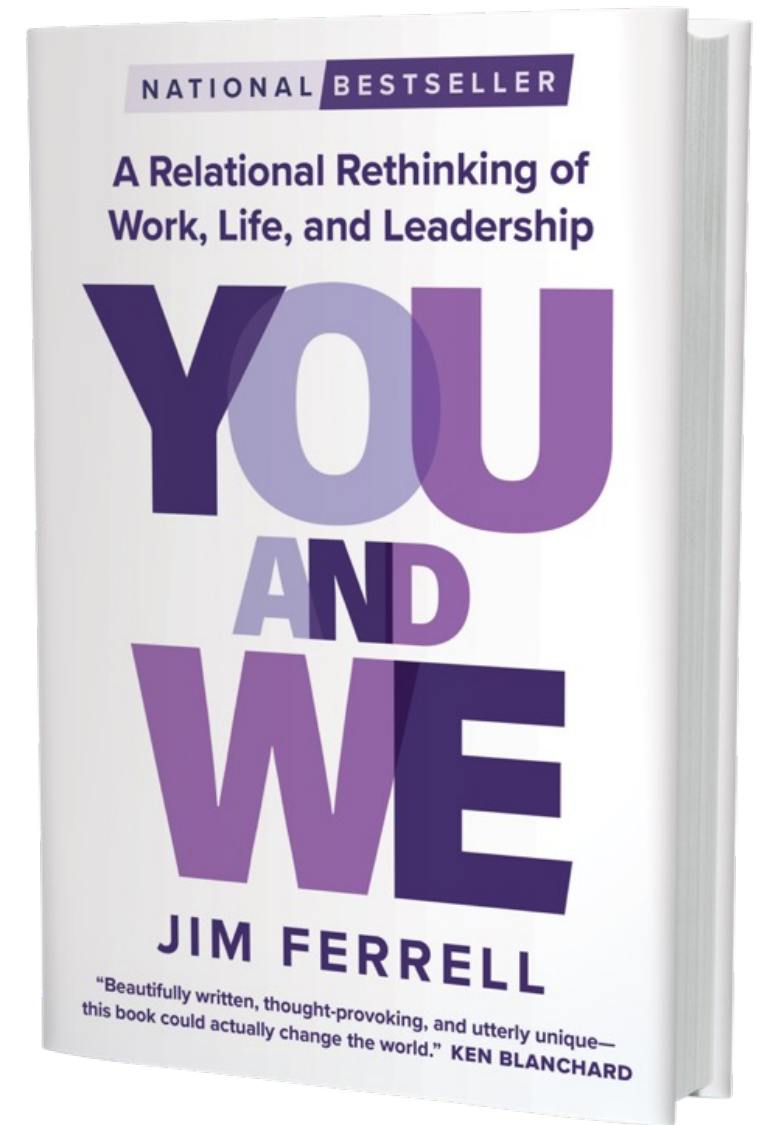
A Few of
Our Clients



“Some books make you think. This one changes how you see everything. Beautifully written, thought-provoking, and utterly unique—this book could actually change the world.” —Ken Blanchard (Coauthor of *The New One Minute Manager*® and *Simple Truths of Leadership*)

“This book will forever change how you think about life and leadership.” —Adel Al-Saleh (CEO, SES)

"A groundbreaking exploration of relational leadership. Ferrell reveals that true progress arises not from managing individuals in isolation, but from fostering the dynamic connections that bind us together." —Oliver Herrmann (Head of Employee Wellbeing, Health, and Safety, Deutsche Telekom)



The logo features the word "Withiii" in a large, white, sans-serif font, with the letter "i" stylized with three vertical bars. Below it, the word "LEADERSHIP" is written in a smaller, white, all-caps, sans-serif font. The text is centered within a light purple rectangular area that overlaps a darker purple rectangle on the left and a light purple rectangle on the right.

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