



Today's leaders need to think about their organizations in new ways.

In the Superconducting Organization, leaders have to connect motivation and cultural values to the core business. This kind of leadership creates engagement, which in turn stimulates action and delivers results.

[Our Approach](#)

[Guiding Principles](#)

[Client Issues](#)

[Our Methods](#)

▶ *Lead*

Today's leadership means shaping and steering an organization in which **talent, innovation and change flow swiftly and freely**. Resistance becomes a source of forward energy, conflict can be worked through respectfully and safely, and the tacit assumptions that derail change are surfaced and addressed.

▶ *Engage*

Pushing change can create exhaustion, inertia, cultural disconnect or resistance. What's needed, instead, is pull—ways to engage people by understanding important differences and **aligning their energies, interests and behaviors** with the strategy of the business. The result is high impact change fast.

▶ *Act*

The Superconducting Organization turns strategy into real, day-to-day behavior, enabling people to connect their individual motivations and values with the story that the organization is enacting in the world. **Strategy is enacted, not just written.**



PHILADELPHIA Four Penn Center, 1600 John F. Kennedy Boulevard, Suite 600, Philadelphia, PA 19103 / 215.320.3200
BOSTON One Main Street, Suite 1370, Cambridge, MA 02142 / 617.576.1166

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