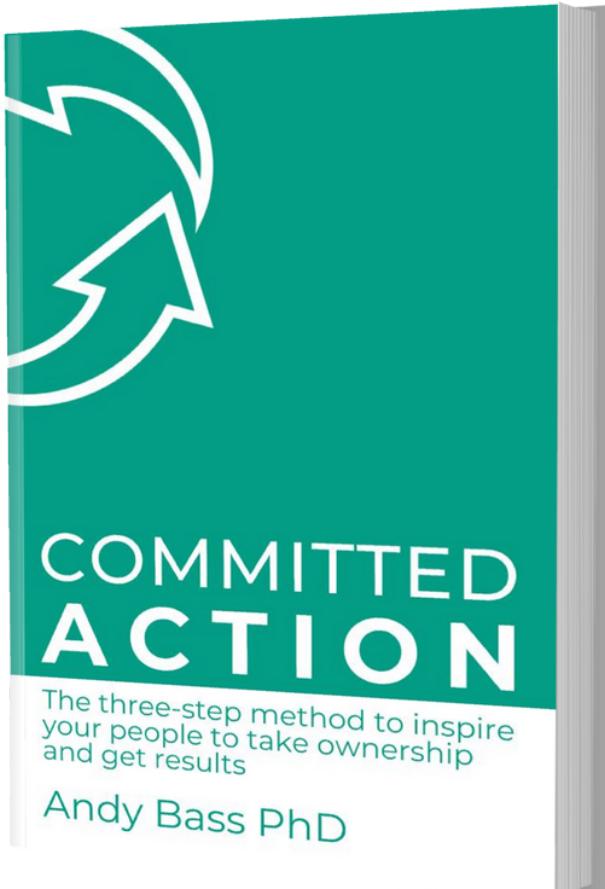


**You're playing to win,  
but sometimes it feels  
like your people are  
just playing 'not to  
lose'...**



"Whether it's a special forces unit, a championship-winning team, or a business facing today's unique challenges, committed action is essential. Andy's approach is perfect for leaders who need to create commitment and get results in real time."

**Sean Bacon, former Canadian Paratrooper, and mindset coach to the Olympic Gold Medal winning Canadian Women's Rowing Team**

As a leader, do you ever ask yourself, "Why don't my people seem to 'get it'? Why aren't they more excited? Why don't they see the possibilities, not just for the business, but for themselves too?"

In this session, Andy presents the answer introduced in his book *Committed Action*.

Start by rooting out any *Commitment Killers*. Then, follow the three-part *C.E.O. Roadmap* to bring out your people's best contribution:

- Invite CURIOSITY.
- Encourage EXPLORATION.
- Transfer OWNERSHIP.

Andy presents questions and frameworks that members of the group can use to evaluate how they are doing in each area and to generate new actions they can apply quickly.

## Andy Bass

Andy runs BassClusker Consulting, a firm that equips leaders to keep up with the fast pace of change in the world *using resources they have already*. Andy has advised leaders on three continents in companies such as L'Oréal, KPMG and International Automotive Component Group. In 2018, was elected into the *Million Dollar Consulting Hall of Fame*. He has also taught executives at Oxford Saïd, Aston and Warwick Business Schools.

Andy has written four books on leadership and strategy, including the topic of this session, *Committed Action*. He is a former MacKay CEO Forums Chair. Nancy MacKay says *Committed Action* provides "a clear roadmap for how leaders can inspire commitment in today's challenging environment."

