

# MARK LEFKO

FACILITATOR • COACH

## VALUE PROPOSITION



Mark Lefko is an internationally respected expert who has coached and advised company CEOs, Presidents and boards in the US, Australia and New Zealand on how to create strong leadership and drive profitability.

Mark's clients include top tier organisations such as Air New Zealand, Incitec Pivot, beef+lamb New Zealand and Meat Industry Association of New Zealand.

### WHAT MARK BRINGS TO AN ORGANISATION INCLUDES:

- + **A fresh, international perspective** that challenges conventional approaches to organisational problems and fosters empowered, inspired senior leaders.
- + **The capacity to re-energise** CEOs and executive leadership teams to encourage them to produce creative solutions and deliver on strategic priorities.
- + **The ability to act as an objective and unbiased sounding board** that helps executive leaders make better business decisions.
- + **A straightforward approach** that tells it the way he sees it.

### AREAS WHERE MARK CAN HELP

#### 1. TEAMWORK AND COLLABORATION

- > Unlocking the power of executive leadership teams.
- > Building an internal environment that encourages openness and collaboration at senior levels and overcomes resistance to change.
- > Breaking down internal silos and establishing good working relationships within a new or transitioning executive team.
- > Resolving conflicts within senior teams or between business partners, allowing the organisation to take action and move forward.

#### 2. CREATING INSPIRED LEADERSHIP

- > Challenging established ideas about the company's revenue structure and identifying ways to lift revenues with minimum effort and investment.
- > Helping organisations reposition and adapt to a changing marketplace.
- > Clarifying business succession plans and exit strategies to maximise a company's value in a future sale.
- > Developing strategic alliances to enhance the company's revenue model.

#### 3. CLARIFYING PRIORITIES

- > Assisting CEOs and executive leaders to identify and focus on priorities that deliver the highest return on their time and organisational resources.
- > Creating strategies for effective win-win negotiations in business transactions.