

Vertical Growth Leadership Program

Transforming how executive teams lead,
and how organisations perform.

WHAT THIS PROGRAM IS

The Vertical Growth Leadership Program is TripleGoal's flagship offering. It is a 9 to 18-month program for executive teams and senior leadership cohorts that goes far beyond conventional leadership training.

It combines 360° behavioural assessment, deep reflection, structured practice at work, and real-time feedback to create lasting behavioural and cultural change. Every element is designed to shift how leaders think, behave, and lead when it matters most.

The program is delivered as part of the MBA program at the University of Sydney, reflecting its evidence-based rigour. Refined over 30 years of applied practice, it is grounded in one clear purpose: to improve all three elements of the Triple Goal—Great Performance, Great Learning, and a Great Workplace—simultaneously and sustainably.

WHAT THIS PROGRAM DELIVERS

Vertical Growth is proven to deliver measurable outcomes across all three dimensions of the Triple Goal. By embedding new leadership behaviours and aligning supporting systems of rituals, routines, procedures, policies, role modelling, and rewards, organisations create sustained transformation, not short-term change.

- **Great Performance:** Higher accountability, clearer execution, stronger business outcomes, and faster decision-making.
- **Great Learning:** Accelerated learning cycles, better adaptability, and leaders who improve in real time.
- **A Great Workplace:** Higher engagement, stronger relationships, and a workplace that people are proud to be part of.

The Core Principle

Leadership behaviour is the single most important driver of performance, learning, and employee engagement. This program's sole intention is to measurably improve all three for every participant, and where relevant, across the whole leadership team.



WHAT YOUR LEADERS WILL DEVELOP

Through this program, leaders build the capacity to:

- Build the accountability mindset and skills to set clear expectations, hold high standards, and follow through with consistency and care.
- Create a culture where people take genuine ownership of results.
- Foster psychological safety and build a genuine feedback culture within their team.
- Develop emotional self-regulation, the single most important skill for sustained behaviour change, which enables them to lead with empathy and maintain effectiveness under pressure.
- Surface and work through the deep change resistance, including the unconscious fears, attachments, and assumptions, that holds both individuals and cultures back from their full potential.
- Create environments where it is safe and normal to talk about what is genuinely getting in the way, not just what can be done better.
- Embed ritualised learning practices that ensure values and behaviours are consistently lived, not just stated.

WHEN THIS PROGRAM IS MOST EFFECTIVE

This program is typically delivered to executive teams and senior leadership cohorts (exec-1 and exec-2). It can be structured for intact teams or as a cohort program for senior leaders from across the same organisation.

It is most effective where organisations want to:

- Drive a step-change in performance, agility, and employee engagement.
- Reset and rebuild their culture into their number one competitive asset.
- Build the cultural readiness to embrace and leverage AI, moving through the fears and unconscious resistances that slow adoption, and turning AI capability into a genuine competitive and survival advantage.
- Build extraordinary leadership capability across the organisation.
- Align new ways of working following a merger or restructure.
- Embed organisational values deeply and consistently at every level.
- Transform culture while improving engagement and performance.
- Be recognised as a great place to work.

It is particularly powerful where organisations are ready to move beyond programmatic training and create real, sustained behavioural and cultural change.

BUILT ON WORLD-CLASS RESEARCH AND PRACTICE

The program draws on a unique integration of world-class research, adult development theory, and 30+ years of applied practice:

- Kouzes & Posner's globally recognised leadership research, The Leadership Challenge
- Kegan's adult development and Deliberately Developmental Culture theory (Harvard)
- Immunity to Change framework (Kegan & Lahey, Harvard)
- Contemporary neuroscience and behavioural science
- Acceptance and Commitment Training (ACT) third-wave cognitive behavioural change
- TripleGoal's own data and insights from 30+ years of global leadership research and practice

The result is a deeply evidence-based yet highly practical approach that translates cutting-edge theory into measurable improvements in leadership effectiveness, team performance, and organisational culture.

THE APPROACH

The program focuses on how leaders think and behave, not just what they know. Rather than delivering content and hoping it transfers, it uses a tightly integrated combination of tools and processes that drive genuine behavioural change in real work:

- 360° behavioural assessment (LGP) pre and post
- Interactive workshops, both in-person and virtual
- Targeted leadership skill-building resources and practice guides
- Deep feedback and structured reflection cycles
- Fortnightly pulse surveys for ongoing measurement and accountability
- Practical leadership rituals embedded into day-to-day work
- Individual and group coaching



WHAT OUR CLIENTS SAY ABOUT VERTICAL GROWTH

"The Vertical Growth leadership training helped us build a cohesive executive team, boost revenue by 17%, increase staff engagement by 40%, and embed consistent learning and innovation cycles into our business. It's not an exaggeration to say this program will substantially improve your business across all the metrics that matter."

Ahmed Moussa — General Manager, Sanofi Canada

"The Vertical Growth program is the best I have ever seen. The approach is centred on truly changing actual behaviour throughout the entire company, which in turn improves performance, innovation, and workplace engagement. Not only have we grown as a leadership team, but we have also become better people, more internally aligned, more compassionate, and more effective."

Soren Brogaard — CEO, Trackunit

"We have grown tenfold in six years, and sustaining that while keeping culture and values at the centre requires leadership maturity that most programs simply cannot build. The Vertical Growth program gets to the root of what actually drives behaviour — the fears, blind spots, and unconscious patterns holding leaders back. We have seen extraordinary, measurable transformation. One of my leaders went from running our lowest-performing business to our highest-performing business in 18 months. I have been on my own development journey for more than 20 years. I have not seen another program that creates this depth of change."

Norbert Walther — CEO, Kinyara Health

THIS PROGRAM IS NOT FOR EVERYONE

Vertical Growth is designed for executive leadership teams who understand that real culture change is not a quick fix, a morale initiative, or a training rollout.

This work is for organisations facing real complexity, pressure, and consequence and who are prepared to look honestly at how leadership behaviour shapes results.

It requires commitment, maturity, and the willingness to do sustained work at the top of the organisation.

It is not suitable for organisations seeking superficial change or short-term engagement lifts.



PROGRAM STRUCTURE: SIX PHASES

The program is modular, combining intensive learning with sustained workplace practice and embedding. Each phase builds on the last, progressively deepening both insight and practical capability.

1. Diagnose & Focus

Leaders gain deep insight into their behaviour through the LGP 360° assessment, identifying the Red Zone patterns limiting Triple Goal performance and the Green Zone practices that will unlock it. Leadership teams map collective Red and Green Zones, establishing a shared platform for transformation.

2. Define the One Big Practice

Each leader commits to a single, high-leverage One Big Practice (OBP) — the focus area most likely to improve their effectiveness and team performance. Teams identify collective focus points and begin surfacing the real obstacles to meaningful change.

3. Embed Through Practice & Rituals

Leaders apply new behaviours in real work, supported by fortnightly pulse surveys, transparent leaderboards, and structured rituals that build accountability, feedback, and continuous learning into daily operations.

4. Shift Mindsets & Remove Barriers

Using adult development principles and the TripleGoal Immunity to Change framework, leaders surface and overcome the hidden assumptions, beliefs, and fears that constrain both individual and collective transformation.

5. Align Values & Leadership Identity

Leaders define the values they stand for and connect them to organisational values, creating genuine alignment between individual and collective direction. This accelerates motivation, strengthens authenticity, and drives more consistent, values-led leadership practice.

6. Measure, Embed and Sustain

Progress is re-measured through a follow-up LGP 360° assessment, providing clear evidence of behavioural shift and impact. Leaders commit to ongoing rituals, practices, and accountability mechanisms to sustain growth long beyond the formal program.

THE PROCESS MAP

The program is delivered across seven structured modules over 9–18 months. Each module combines self-paced digital learning with facilitated group sessions, coaching, and real-world application, totalling approximately 50 hours of structured engagement per leader.

Program Step	What It Involves	Time
Program Launch <i>Virtual kickoff session</i>	Introduces the program origins, structure, and evidence base. Covers the Triple Goal, Red and Green Zone behaviours, the Growth Matrix, and Image Management. Leaders are fully oriented and prepared for the LGP 360 Assessment.	2 hours
Module 1 <i>LGP 360 Assessment & Review</i>	Self-paced 360° assessment followed by an immersive two-day workshop. Leaders deepen their understanding of the 7 Green Zone practices, map collective Red and Green Zones, engage in transformative feedback rituals, and finalise their One Big Practice.	18.5 hours (incl. 2-day offsite)
Module 2 <i>Growth Matrix Deep Dive</i>	Finalises individual and collective Growth Matrix commitments. Includes a coach-supported team debrief, manager alignment session, individual coaching, and a group review meeting that connects individual to collective direction.	9 hours
Module 3 <i>Red Zone Drivers</i>	Reviews Green Zone practice progress and introduces the Triple Goal Immunity to Change matrix to surface and work through the hidden assumptions, limiting beliefs, and fear-based resistance that block meaningful growth.	5 hours
Module 4 <i>Green Zone Drivers</i>	Deepens accountability through practice reviews. Guides each leader to clarify, finalise, and authentically express the core values and commitments driving their leadership, connecting them to organisational values and behaviours.	5 hours
Module 5 <i>Self-Regulation Focus</i>	Builds on practice rituals while exploring the Red Zone's role in self-awareness. Helps leaders recognise their personal reactive patterns and how they sabotage growth and impact. Re-launches the LGP 360 for end-of-program reassessment.	5 hours
Module 6 <i>Re-Assessment & Review</i>	Detailed comparison of original and re-assessed LGP 360 scores. Leaders share insights, celebrate measurable progress, and re-evaluate or recommit to their growth commitments alongside the cohort.	5 hours
Module 7 <i>Embedding Practice & Rituals</i>	The final session embeds ongoing leadership practices and rituals into the fabric of the organisation, ensuring the transformation continues long after the formal program ends and becomes part of how the organisation leads.	3 hours

Between modules, leaders practise their One Big Practice and receive fortnightly pulse survey scores to track real behavioural change over time.

THE IMPACT

This program is proven to deliver measurable outcomes across all three dimensions of the Triple Goal (see case studies on triplegoal.com). By embedding new leadership behaviours and aligning supporting systems—rituals, role modelling, and rewards, organisations create sustained transformation, not short-term change.

★ Great Performance

Measurable results

Higher accountability, clearer execution, stronger business outcomes, and faster decision-making.

★ Great Learning

Faster growth

Accelerated learning cycles, better adaptability, and leaders who improve in real time.

★ A Great Workplace

Energised culture

Higher engagement, stronger relationships, and a workplace that people are proud to be part of.

For client case studies and measurable program outcomes, visit triplegoal.com.

IN SUMMARY

The Vertical Growth Program is not a training course. It is a systematic approach to shifting how leaders think, behave, and lead. It is designed to deliver meaningful, measurable change over time.

It combines world-class research, deep behavioural insight, and practical application in real work to help organisations achieve what matters most: Great Performance, Great Learning, and a Great Workplace.

WHAT OUR CLIENTS SAY ABOUT VERTICAL GROWTH

"The Vertical Growth leadership training helped us build a cohesive executive team, boost revenue by 17%, increase staff engagement by 40%, and embed consistent learning and innovation cycles into our business. It's not an exaggeration to say this program will substantially improve your business across all the metrics that matter."

Ahmed Moussa — General Manager, Sanofi Canada

"We have grown tenfold in six years, and sustaining that while keeping culture and values at the centre requires leadership maturity that most programs simply cannot build. The Vertical Growth program gets to the root of what actually drives behaviour: the fears, blind spots, and unconscious patterns holding leaders back. We have seen extraordinary, measurable transformation. One of my leaders went from running our lowest-performing business to our highest-performing business in 18 months. I have been on my own development journey for more than 20 years. I have not seen another program that creates this depth of change."

Norbert Walther — CEO, Kinyara Health

"The Vertical Growth program is the best I have ever seen. The approach is centred on truly changing actual behaviour throughout the entire company, which in turn improves performance, innovation, and workplace engagement. Not only have we grown as a leadership team, but we have also become better people, more internally aligned, more compassionate, and more effective."

Soren Brogaard — CEO, Trackunit

THIS PROGRAM IS NOT FOR EVERYONE

Vertical Growth is designed for executive leadership teams who understand that real culture change is not a quick fix, a morale initiative, or a training rollout.

This work is for organisations facing real complexity, pressure, and consequence and who are prepared to look honestly at how leadership behaviour shapes results.

It requires commitment, maturity, and the willingness to do sustained work at the top of the organisation.

It is not suitable for organisations seeking superficial change or short-term engagement lifts.

Scan the QR code to schedule a call:



START THE CONVERSATION

If you are exploring leadership development at the executive level and want to understand whether Vertical Growth is the right fit for your organisation, the next step is a Leadership Development Discussion.

This is a focused conversation to explore your leadership and cultural context, where growth would have the greatest leverage, and whether this program is the right fit and how it would be applied.

[Book a Leadership Development Discussion](#)