

FEED
THE
GOOD





WELCOME TO THE GOOD WOLF PROCESS

Join a rising tide of leaders, change makers, executives, community organizers, business vanguards, philanthropists, media makers, educators, impact strategists, parents, children and neighbors committed to curating the next chapters of their lives.

We work with committed individuals unwilling to accept the status quo. Those who choose to adapt and evolve and leave a better reality for others.

We are in the progress business. We help others leverage their power, honor their unique gifts and deliver on the promises they have made to themselves and to others. This is the pursuit of leadership and personal development.

We are here to build the internal capacity to evolve and upgrade the limited and broken systems around us. We fall in love with individuals, organizations and movements that roll up their sleeves, honor their values, get strategic and do the heavy lifting to create the status quo.

Simply put, we help people do more for what they care about most.

THE GOOD WOLF LEGEND

A member of the community goes to an elder: "I am trying to find my way but I am struggling with the path and within myself." The elder explains, "Inside each of us, there are two wolves. One of them is the good wolf which represents love, peace, hope, kindness, bravery and compassion. The other is the bad wolf which represents greed, anger, arrogance, resentment and fear. And these two wolves are fighting all the time." The member of the community reflects and asks, "If the wolves are always fighting, then which one wins?" The elder shares, "whichever one you feed."

- Cherokee First Nation Origin

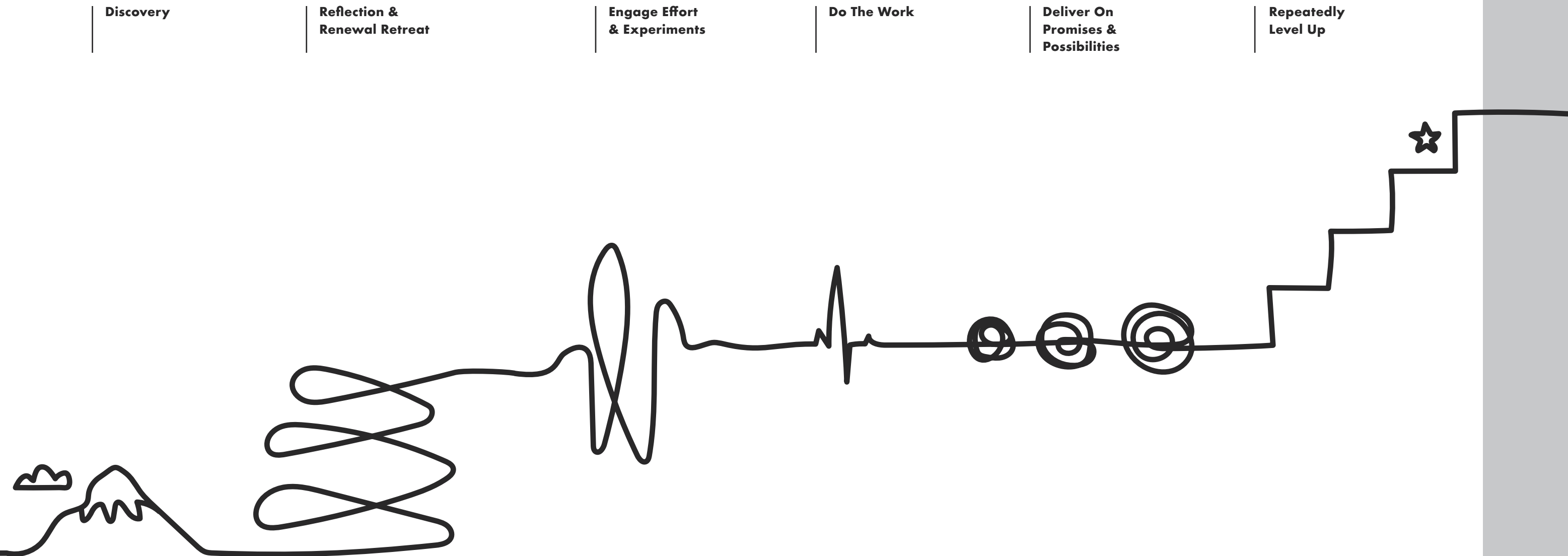


**FUTURE
YOU,
THANKS
YOU.**

**THANKS TO OUR
ELDERS, UPSTARTS,
INNOVATORS, CREATIVES,
TROUBLEMAKERS,
TROUBLESHOOTERS
& PIONEERS.**

THE GOOD WOLF PROCESS

A six-month highly structured journey with a master facilitator designed to help each unique individual reflect and renew who they are, determine the best use of their life and leadership and put it into practice. This is the most comprehensive, private and fast-track way to determine what to do with the next chapters of your life. The process begins with a two-day off-the-grid retreat and is followed by six-months of active support, strategic execution and accountability.



Time Table

| | |
|--------------------------|--|
| Pre-Screening | Introductory calls & interviews |
| Preparation | Questionnaire Materials review |
| Retreat | Two-day private off-the-grid retreat |
| Internalization | Two-weeks of internalization activities |
| Deepening | Monthly confidential advising sessions Weekly reflection prompts & activities Customized owner manuals |
| Fun & Feeding | Routine catalytic prompts Community gatherings Music as Medicine |

Each component is designed to help you internalize the tools, practices and strategies to evolve yourself and your businesses, teams and relationships. Together, these new capacities and insights make you "Future Ready". Ready to curate what happens next in your life and business. Ready and equipped for changes and surprises in the marketplace. Ready to be more creative, generative and inclusive in your practices. This is the program to ensure you are the catalyst, not the bottleneck, for a better future.

HOW IT WORKS

TOGETHER,

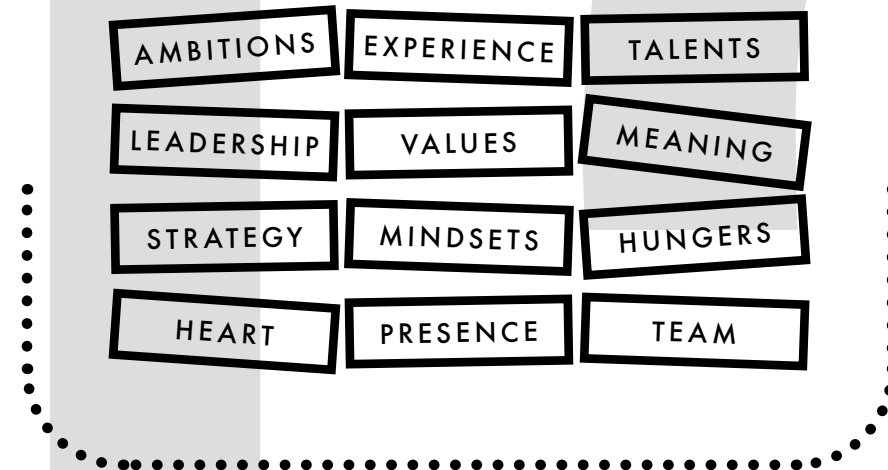
We generate enormous personal clarity,

To identify your patterns,

To develop your decision criteria,

To make your informed choices,

To cultivate your aligned life and leadership.



1. GENERATE CLARITY

It is valuable to find clarity and conviction in who you are and what you stand for in this life. Good Wolf Group has developed and collected a portfolio of data points to help define your individual truth and calling.

3. CREATE DECISION FILTER

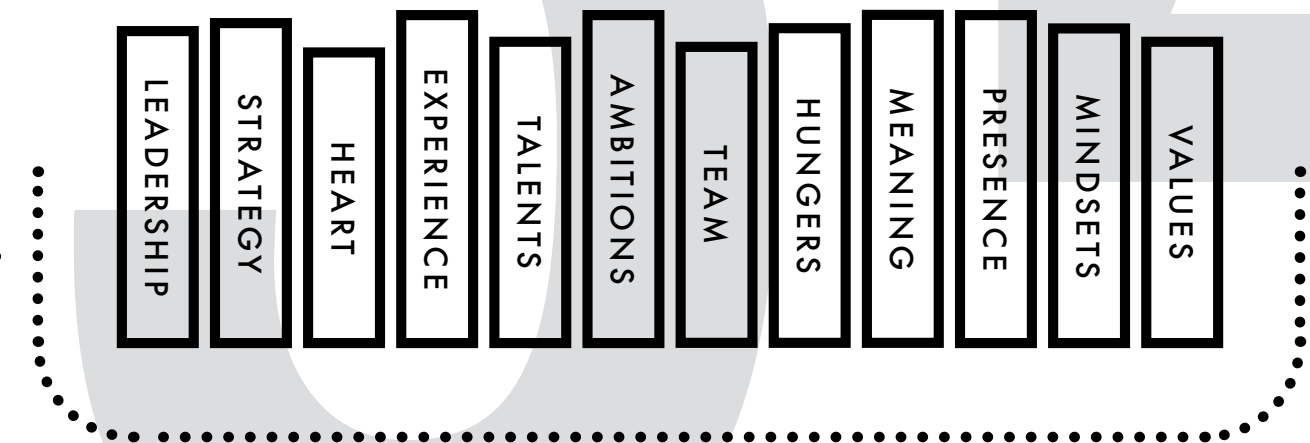
We call it the FOMO killer. The ability to review the choices in front of you and make clear decisions about what is most aligned for your future. Don't waste time on what doesn't work. Focus everything on what can create the most impact and value in your life.

2. IDENTIFY PATTERNS

Defining your individual data points creates the opportunity for pattern recognition. This process helps to determine our highest and best use, limiting behaviors, hungers, ambitions and much more!

4. UTILIZE ALIGNMENT TOOLS

A portfolio of personalized tools, data points and practices at your constant disposal. Your bookshelf is full of your very own owner's manuals for your values-aligned life. Lucky you.



We create modules that accomplish two goals:
 1) create enormous internal clarity and 2) build internal evolutionary capacity. Everything we do is designed to equip you for what is ahead.

ADAPTIVE & TECHNICAL CHALLENGES

AMBITION MANAGEMENT

AWARENESS & ADJUSTMENTS

BETTER NARRATIVES

BLOSSOM MODEL OF HUMAN CAPACITY

BOTTLENECKS & CORKS

CENTERING ON HEALTHY SENSE OF SELF

COMMUNITY ALIGNMENT: MOBILIZING ACROSS DIFFERENCES

COURAGEOUS CONVERSATIONS

CREATIVE FITNESS

CRISIS MANAGEMENT

CULTURE CREATORS

EMOTIONAL FITNESS

EXECUTION & ACCOUNTABILITY

FALLING IN LOVE WITH TOUGH CHOICES

FEELINGS MASTERY

FINDING MY ASSIGNMENT: PURPOSE IN ACTION

FINDING MY VOICE

FUNCTIONS OF AUTHORITY

GETTING ON THE BALCONY: GAINING SYSTEMIC PERSPECTIVE

HABIT CHANGER

HEART WISDOM

HONOR, HEAL & HOSPICE THE PAST

INSPIRATION & MOBILIZATION

INTIMACY DOMAINS

INTIMACY FITNESS

LEADERSHIP ACUPUNCTURE

LEADERSHIP DEFINED & DISTRIBUTED

LEADING ACROSS DIFFERENCES

LEADING UP, DOWN & ACROSS

MASSIVE PEER SUPPORT

MASTERING LIFE CHOICES

MEANINGFUL WEALTH

MEDITATION & MINDFULNESS

MENTAL FITNESS

MENTAL MODELS & DEFAULTS

MINDSETS & FOCUS

MUSIC AS MEDICINE

PACE OF CHANGE

PARENTING STAGES

PHYSICAL FITNESS

PLANNING & BENCHMARKING

PRESENCE & GROUNDING

PRODUCTIVE DISEQUILIBRIUM

REIGNITING IMAGINATION
 RELATIONSHIP HEALTH: ALIGNMENT, COMPLIMENTS, BLIND SPOTS & TRAPS

RELFECTION & RENEWAL

RIGHT WORK, RIGHT ATTENTION

RISK & RISK MITIGATION

RITUALS & PRACTICES

SELF-LIMITING BEHAVIORS

SELF-LOVE

SELF-NUMBING

SETTING BOUNDARIES

SETTING INTENTION & FOCUS

SOCIAL CAPITAL SPENDING

SOCIAL FITNESS

SPIRITUAL FITNESS

SPIRIT WISDOM

STORYTELLING

SUCCESS HORIZONS

TALENTS & SUPERPOWERS

TAME THE SELF CRITIC

TEAM OPTIMIZATION

TIMELINE & INSIGHTS

TRANSITION MANAGEMENT

TRIBE & EVERYONE ELSE

TRIGGERS & TOUCHPOINTS

TURNING POINTS

UNIVERSAL RELATIONSHIP MODEL

UPGRADE SELF-PROTECTION

VALUES IDENTIFIED & LIVED

WILD HEART

WINNING ARCHETYPES

WISDOM DOMAINS



MOST PEOPLE ARE ACCIDENTAL TOURISTS IN THEIR OWN LIVES.

We meet you where you are
and help you curate your future.

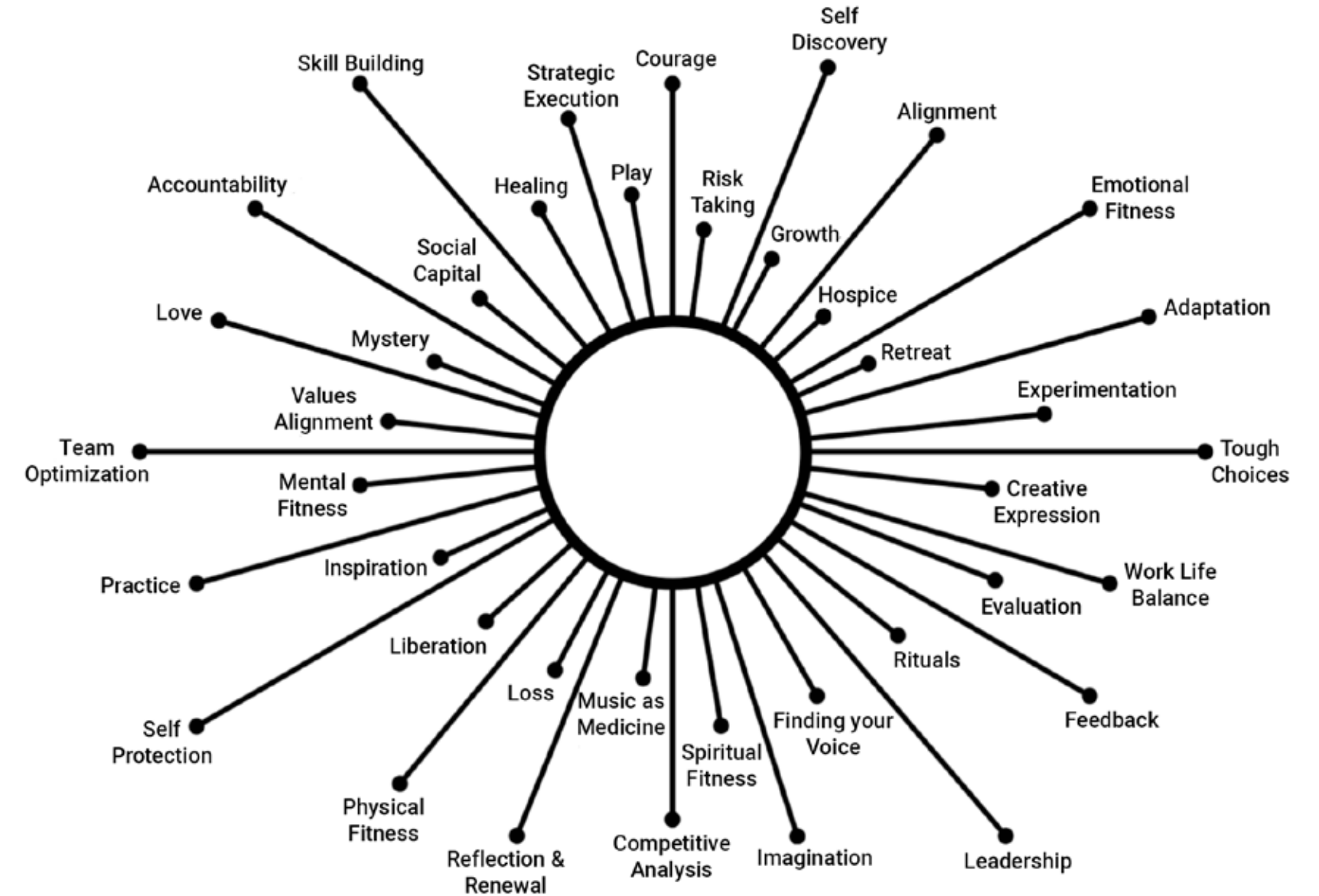
MOMENTS OF
TRANSITION

AMBITION
MANAGEMENT

CRISIS
MANAGEMENT

OUR DRIVING PRINCIPLE. When we evolve, we enrich the worlds within and around us. We have the unique ability (and responsibility) to create new value and wellbeing in the process. On the other side of our evolution is a more vibrant, inclusive and generative existence.

WE PACKAGE AND PACE THE WORK OF EVOLUTION WITH YOU.



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MOBILIZE YOURSELF

Personal Evolution

A comprehensive process of self-discovery, personal alignment and concrete decision-making.

Outcomes:

Develop a personalized filter for aligned decision making.

Create an ambitious and pragmatic action plan.

Recalibrate allocation of time and attention.

Nurture key relationships and partnerships.

Gain a confidential strategic advisor and accountability partner for the journey ahead.

MOBILIZE OTHERS

Executive Leadership

Find your leadership voice, capacity and fortitude to mobilize and drive change.

Outcomes:

Clarify your leadership voice, skills and goals.

Upgrade your diagnostic skills for understanding conflict and points of intervention.

Build a stakeholder map and design a mobilization strategy.

Address your current challenges and opportunities and create a strategic action plan.

Develop strength and fortitude for a lifetime of leadership.

Gain a confidential strategic advisor and accountability partner for the journey ahead.

INTEGRATION

How It Works:

We offer the opportunity for **couples, business partners and multigenerational families** to undergo a Good Wolf Process integration to find shared clarity on their **ambitions, choices, and strategies**.

In this process, our faculty guides each individual through their own private retreat and then brings the individuals together to align the collective through a strategically designed **Integration Session**.

EVOLVE WITH EACH OTHER

Understand where partners are perfectly aligned and wonderfully complementary and identify where blind spots and potential traps exist.

Name and explore opportunities, challenges for action, cohesion and shared understanding.

Develop an action plan, shared language, best practices and strategies for ongoing, generative partnering.



Business Partners

Develop ultimate clarity on yourselves, working partnership, shared ambition and accountability.



Family Members

With a greater understanding of who you are, engage legacy and family members (between and across generations) with empathy, upgraded problem-solving and thoughtfulness.



Philanthropists and Advisors

Clarify the impact you want to make and work with your advisors to drive your biggest contribution.



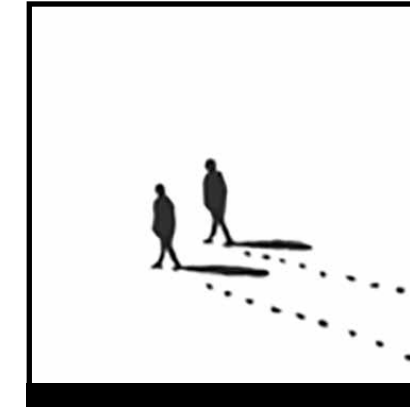
Couples

Enter a new chapter in your relationship with joyful clarity and reduced noise. Co-create the life you want to live with your partner.

WE ARE IN THE PROGRESS BUSINESS

WE WORK IN 3 WAYS

We are not only committed to working with individuals. We are committed to shaping the environments, businesses and movements that those individuals operate in.

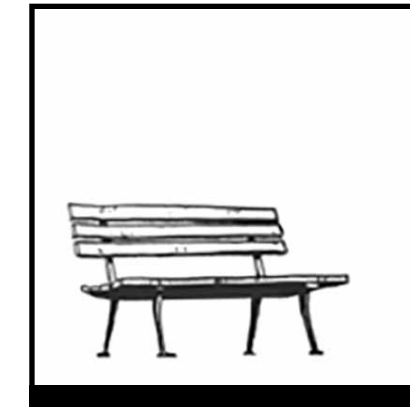


Individual Consulting

- The Good Wolf Process
- Confidential Advising

Workshops & Retreats

- Team Alignment
- Organizational Planning



Corporate Strategy

- Adaptive Audit
- Business Evolution

DISCOVERY WORKSHOPS

Good Wolf Group offers transformational workshops for individuals, teams and organizations. We help you internalize tools, practices and strategies to transform your life, your teams and your communities.



Adaptive Leadership

Internalize an evolutionary change framework for the challenges and opportunities to come.



Align Your Team

Build trust, cohesion, strategy and momentum to drive your organization's greatest impact.



Mastering Life Choices

Refine your decision-making criteria, build a filter and move forward strategically (over and over again).



Peer Consulting

Establish norms and skills of peer problem-solving to harness collective wisdom and co-create solutions.



Custom Workshops

As co-authors of **Adaptive Leadership**, we meet your needs, objective and audiences."

LEARNING METHODOLOGY

Internal & External

Progress is the result of visible and invisible forces. On the surface, we see strategies, practices, engagement models, etc. Below the surface, we can examine our needs, hungers, methods of self-protection and identity.

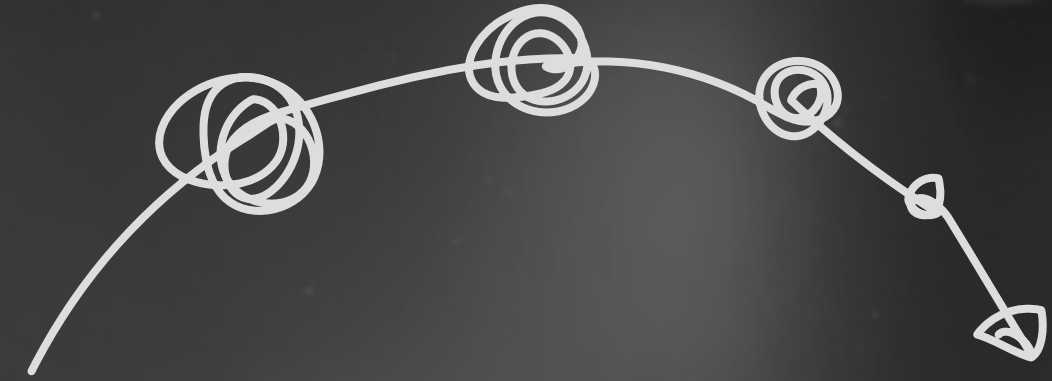
Case-in-Point Methodology

Our programs are responsive to participant needs in real time. We use group dynamics to highlight areas for progress and learning goals. This process demonstrates the lessons effectively, safely and directly. Individual defaults or biases are surfaced which is essential awareness for personal change work.

Direct Application

Participants do not learn tools and frameworks in a vacuum; rather, they apply pragmatic concepts to real-life challenges. The lessons are relevant, practical and consequential. Participants take away knowledge and strategies to tackle the work in front of them.

THE WORK OF LEADERSHIP AND LIFE ALIGNMENT



As we understand
Ourselves,
what we want for
the World
changes.

As we understand
the World,
what we want for
Ourselves
changes.



ADAPTIVE LEADERSHIP

Co-Author of The Practice of Adaptive Leadership*

We have an imperative to evolve. Adaptive Leadership is an operating framework and set of tools and practices that can be applied, internalized and shared.

*Published Edition Harvard Business Press

Adaptive Leadership has been used across the world by leading executives, change makers and organizations to make progress on the following questions:

- How much of our past do we bring forward?
- How do we move ahead amongst competing priorities and commitments?
- How do we grow into what is next for us?

LETS EVOLVE TOGETHER



LETS EVOLVE COHERENTLY

Life Alignment is used to bring coherence to the following:

- Internal** Nurturing ourselves to bring all parts of who we are forward.
- External** Aligning stakeholders across competing beliefs, interests and loyalties.
- Teaming** Maximizing teams to routinely deliver on their potential.

LIFE ALIGNMENT

Creators of the Good Wolf Process to Grow Good and Wellbeing

When we fragment ourselves, our businesses and our communities, there are negative consequences. Life often applauds parts of us and quiets, injures or marginalizes others. Better outcomes are possible when we come forward with all parts of ourselves.

A black and white portrait of a man with short, dark hair, looking directly at the camera with a slight smile. He is wearing a dark, collared shirt. The background is a plain, light color.

MEET ZANDER

Zander is progress's best friend. A recognized authority on leadership and change, he is a strategist, speaker and ever-evolving interventionist for the most critical issues of our times.

He has been a confidential advisor to presidents, CEOs, activists and change agents in their most transformative moments. Known for his delivery of truth and grace, he has helped shape the leadership and trajectory of organizations like Google, TED, HBO, NBA, IBM, Rockefeller Foundation and the Open Society Foundations, in addition to multiple Presidential administrations. His impact over the past 20 years reaches across the global business, philanthropic, entrepreneurial and creative communities.

As a leadership practitioner and the co-author of **The Practice of Adaptive Leadership** and **Leadership in a Permanent Crisis** (Harvard Business Review), Zander brings our imagined futures to life. As one of the pioneers of the Adaptive Leadership methodology, he has helped thousands of people adapt and evolve their life's work. Zander founded Good Wolf Group as the next evolution in leadership, business and personal development practice.

An artist at heart, Zander treats music as medicine and has been prescribing and self-medicating for years. He is usually the first to laugh and last to leave the dance floor. A creative pragmatist, he is willing to follow a great idea wherever it takes him.



Helene Gayle

CEO of The Chicago Community Trust, Former CEO of Mckinsey Institute, Board Member of Coca Cola, Rockefeller Foundation, Brookings Institute, FSG, White House Fellows, Colgate

"I gained the belief that I have the tangible tools to realize a fuller, more aligned, joyous life than I thought possible. Zander is a masterful, supportive guide and thought partner who helps you understand the strands and patterns of your life. From day one, I have been able to put our plan in place and started feeling the difference that small actions can make in creating a new future!"

Maria Eitel

Founding President and CEO, Nike Foundation

"Zander is a beautiful, uniquely gifted soul who has walked the journey and insightfully and wisely partners with you to guide you through yours. My advice (and I have done it all): instead of spending years of therapy, executive coaching, retreats, workshops, help from well-meaning friends and colleagues, dedicate full attention to the two-day transformation process."



GOOD PEOPLE
~~GOOD RESULTS~~

Great





Daisy Auger-Dominguez

GOOGLE, DISNEY AND VIACOM EXECUTIVE, SPEAKER

“To spend two days tapping into who you are and what you’re capable of is a rare gift. This process expertly helps identify what’s beneath the surface and makes it explicit, enabling you to harness the true power of your heart and mind. I am confident where I go from here and what I do will be more joyful, intentional.”



Bernadette Aulestia

PRESIDENT OF GLOBAL DISTRIBUTION AT HBO

“It’s hard to put into words the transformational power of two days. I came to the process seeking alignment and grounding of my values and capacities but walked away with a life changing system to evaluate, make decisions and confront challenges in the realms of work, family and spirit. What I learned was how intrinsically tied these are and that we must continuously balance, evaluate and upgrade them to conceive the high achieving, operating in your sweet spot, breaking barriers life we all seek.”



Stephen Badger

CHAIRMAN, MARS CORPORATION

“I now feel as if I have been given the ability to truly unfold my life purpose with greater clarity than ever before. If only all could be so lucky – especially those who feel called to step beyond their perceived limits into their capacity, and perhaps, more fully into their destiny.”



David Levin

CEO OF MCGRAW-HILL EDUCATION

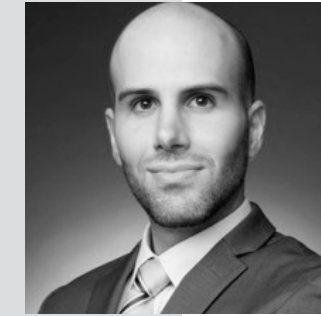
“I found myself at a crossroads where it would have been easy to fall back into old patterns and ways of working. This process helped me make sense of my career, what I want for my future and how to engage the right support along the way. My approach for the next chapter is more fulfilling, more aligned and better supported. I understand how and where to best apply myself, how to play to my strengths and to appreciate and leverage all the resources I have at my disposal.”



Ellie Kanner

FILM & TV DIRECTOR, CASTING DIRECTOR OF SEX AND THE CITY AND FRIENDS

“I’m a creative person and yet I was choosing projects that weren’t tapping into my creative talents. I was making choices from fear instead of love. I now make them for the right reasons; breaking patterns and changing limited beliefs gives me the confidence to live my life to the fullest. I now trust my intuition. I now have clarity. I finally have control over my life.”



Nick Tedesco

PRESIDENT AND CEO OF THE NATIONAL CENTER AT FAMILY PHILANTHROPY, SENIOR PHILANTHROPIC ADVISOR OF J.P. MORGAN PRIVATE BANK PHILANTHROPY CENTRE

“I can say without hesitation that the Good Wolf Process is a transformational experience. It is an opportunity to reflect on life thus far in an effort to inform a more healthy and productive path forward. It is a reflection and appreciation of ourselves as we continue to forge ahead in an often chaotic and critical world. It is an opportunity to cultivate the necessary framework and skills to make better decisions. It is the practical visioning of a more fulfilling life.”



Randall Mays

PRESIDENT, CLEAR CHANNEL COMMUNICATIONS

“The process vastly exceeded anything I could have imagined. Zander created a space where I felt seen, heard and understood. My trust in him is absolute.”

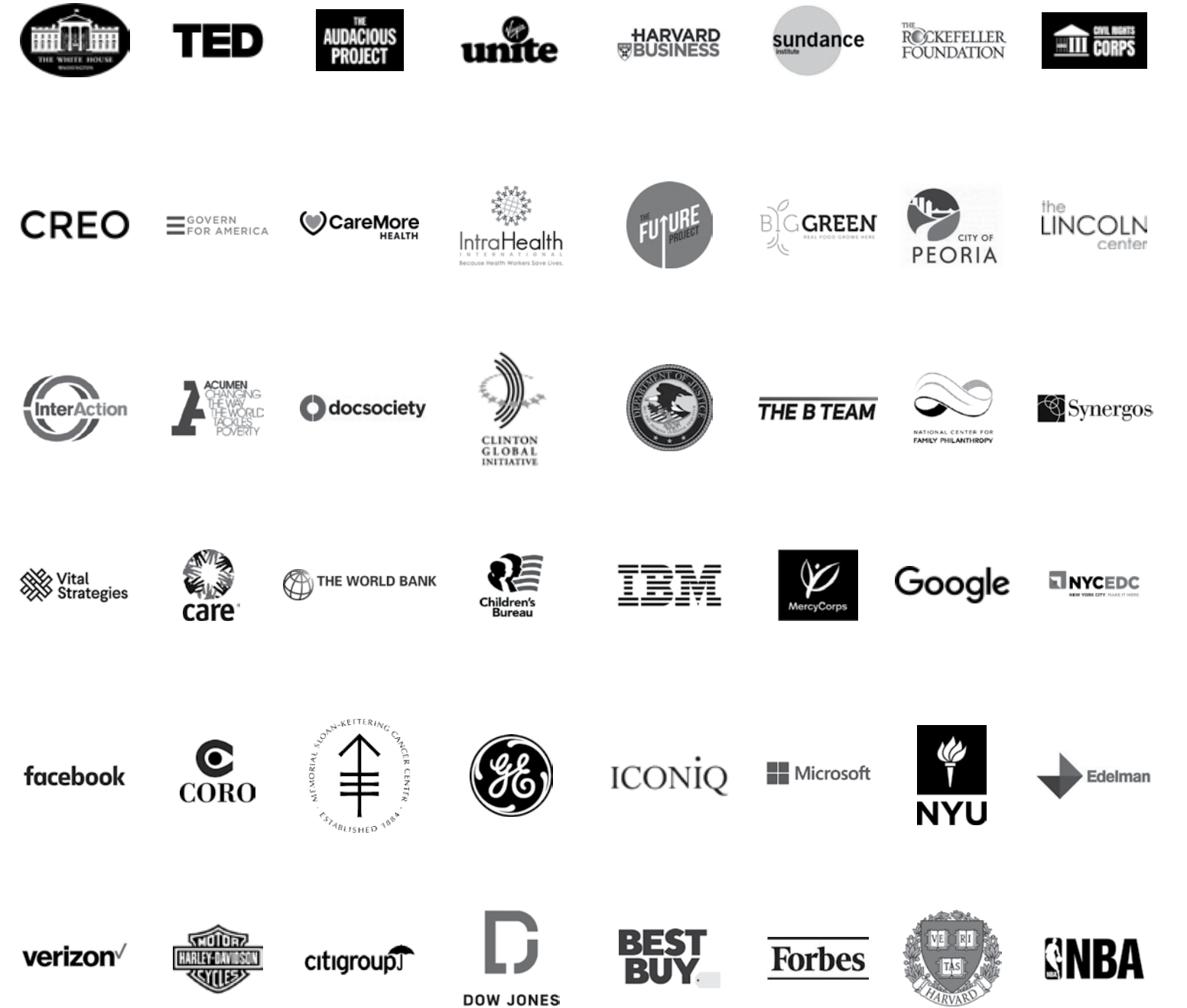


Sean Haynes

FOUNDING CHAIRMAN, PRESIDENT AND CEO OF LIFECYCLE CONSTRUCTION SERVICES

“I was apprehensive and somewhat reluctant to engage in this process, but the results greatly exceeded my wildest expectations. Zander helped me realize some of the very skills and attitudes that created success for me in the past were now holding me back from reaching my true potential. As an entrepreneur, leader, father and husband, this was a transformative experience on all levels.”

TRUST US.
THEY DID.



goodwolfgroup.com

Feed The Good, Tame The Bad & Evolve Together.

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