



# Multiplying a Growth Mindset



Tom Miller, CEO  
Ken Gibson, Senior Vice President

# One Common Ambition

Drive Sustained, Exponential Growth

# VisionLink's Commitment to Value Creation



## The VisionLink Philosophy

We believe exponential business growth is the byproduct of building a high-performance culture. And we believe high-performance cultures only exist where employers have a true growth partner relationship with their employees.

*In support of this philosophy, VisionLink employees **embrace a growth mindset.***



## The VisionLink Commitment

Help private businesses achieve their growth ambitions by providing knowledge, tools, resources, and services that empower company owners and leaders to form growth partnerships with their employees.

*To fulfill this commitment, VisionLink employees are **continually learning.***

# Evidence of VisionLink's Commitment



 **accelerate 2024**  
Boost Growth With Growth Partners



 **accelerate 2024**  
**powerup**



# Building Growth Partners

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- Not One-Dimensional
- Requires Attention to All Aspects of the Employee Experience
- Results in Enormous Consequences
- Requires a Clear Employer-Employee Philosophy



# Word Association

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Impact player

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Engaged

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Productive

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Committed

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Accountable

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Steward

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Ownership mindset

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Strategic

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Outcome/results-oriented

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# Liz Wiseman

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“Most managers are thrilled to have just one or two Impact Players on their team, but the best leaders want an entire team of stellar players. It may seem improbable, but a champion team isn’t a stroke of luck or a magical coalescing of the right players at the right time. **A dream team isn’t just a dream: it results from carefully curating players with the right mindset, developing them as individuals and as a team, and nurturing a robust, healthy culture. It is an act of bold, aspirational leadership.** It requires purposeful development and the right type of coaching.”



## Gallup Data Suggest Engagement is Not a “Soft” Issue

"When comparing employee engagement levels, Gallup found that **top- and bottom-quartile business units and teams had a 23% difference in profitability...** Leaders concerned about profitability should examine team engagement more closely."  
(Gallup at Work)





## **\$8.9 trillion lost in global GDP due to low engagement**

**Employee engagement reflects the involvement and enthusiasm of employees in their work and workplace.** Gallup has found that engaged business teams drive positive outcomes within organizations. Gallup estimates that low engagement costs the global economy US\$8.9 trillion, or 9% of global GDP.

**23%**

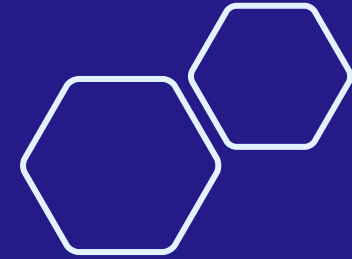
Engaged

**62%**

Not Engaged

**15%**

Actively Disengaged





# Conclusions

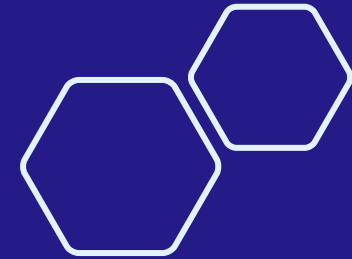
- To accelerate growth, you must drive revenue and profitability.
- To drive higher profits and revenue, you need engaged employees who consistently meet performance standards.
- To have engaged, high-performing employees, you must develop a growth partner relationship.
- Developing a growth partner relationship starts with a clear philosophy about the kind of employee experience you are committed to providing.

Hey, I'm  
**Jonathon**

and I consider  
myself to be a

**Growth Partner**

in the company  
I work for.



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# Creating Growth Partners

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## What's Needed

- A Well-Defined Growth Partner Philosophy
- A Total Rewards Value Proposition and Employee Experience

# 4 Dimensions of a Total Rewards Experience



A COMPELLING FUTURE



A STRATEGIC IMPACT



PERSONAL AND  
PROFESSIONAL GROWTH



FINANCIAL REWARDS

# The Term Growth Partner

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Not the Latest  
Trend

A Mindset and a  
Paradigm

# Growth Partner Philosophy Statement

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The Company's Purpose  
and Mission

The Role Employees Play in  
the Fulfilment of the  
Company's Purpose and  
Mission

The Kind of Employee  
Experience that Will  
Empower People to Assume  
Stewardship Over their  
Roles

An Employee Value  
Proposition that Effectively  
Frames the Employee  
Experience

A Leadership System and  
Commitment that Ensures  
Continuity in the Employee  
Experience

How the Implementation of  
the Growth Partner  
Philosophy and the Success  
of the Employee Experience  
Will Measured and  
Evaluated

# 7 Keys to Multiplying a Growth Mindset

**Commit**

- Commit to trust & inspire leadership

**Market**

- Market a future to every employee in the organization

**Build and implement**

- Build and implement a recruiting strategy that attracts people with a growth mindset

**Develop**

- Develop hiring practices that enable you to identify growth partners

**Build**

- Build a value proposition that meets the expectation of top talent

**Provide**

- Provide an employee experience that matches your value proposition

**Promote**

- Proactively promote your employer brand as a one who operates under a growth partner philosophy



## DRIVING LASTING GROWTH THROUGH TRUST & INSPIRE LEADERSHIP

PRESENTER :

**STEPHEN M.R COVEY**

Globally Recognized Leadership Expert and Best-Selling Author of The Speed of Trust and Trust & Inspire



## HOW TEAMWORK WINS INDIVIDUAL GOLD MEDALS: AN OLYMPIC GYMNAST'S EXPERIENCE

PRESENTER :

**PETER VIDMAR**

1984 U.S. Men's Gymnastics Gold Medal Winner  
Vice President, Wealth Strategist, Wealth Management,  
Northern Trust, Salt Lake City



9:00am - 9:40am PDT | Breakout Sessions

<p><b>HOW WE TRIPLED GROWTH AT OUR COMPANY - A CEO'S PERSPECTIVE</b></p> <p>PRESENTER: <b>JEFF SHAW</b> Former CEO, Southwest Gas Corporation</p> 	<p><b>ATTRACTING TOP TALENT TO ACHIEVE A GROWTH CULTURE</b></p> <p>PRESENTER: <b>TERESA EARLER</b> Founder, Connected to the C-Suite</p> 
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9:45am - 10:25am PDT | Breakout Sessions

<p><b>CRITICAL ISSUES DISCUSSION—CEOs &amp; PRESIDENTS</b></p> <p>NETWORKING SESSION</p>	<p><b>CULTURE MATTERS</b></p> <p>PRESENTER: <b>ROBERT DAVIS</b> Sector Vice President of Business Development &amp; General Counsel, QM, Inc. Corporation</p> 
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10:30am - 11:10am PDT | Breakout Sessions

<p><b>UNLOCKING POTENTIAL: BUILDING ADAPTABLE TEAMS IN TIMES OF CHANGE</b></p> <p>PRESENTER: <b>ZACH SMITH</b> Chief Activation Officer, Activelo 180</p> 	<p><b>YES, COMPENSATION CAN IMPACT EMPLOYEE MOTIVATION</b></p> <p>PRESENTER: <b>KEN GIBSON</b> Sr. Vice President, VisionLink</p> 
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## RUNNING HIGH-IMPACT ANNUAL RETREATS

PRESENTER:  
**ADRIAN DAYTON**

Founder & Former CEO, Clearview Social Inc., Certified EOS Implementer



## CRITICAL ISSUES DISCUSSION—SMALL BUSINESS OWNERS

NETWORKING SESSION

1:20pm - 2:00pm PDT | Breakout Sessions

<p><b>RULES FOR CREATING REWARDS THAT DRIVE COMPANY GROWTH</b></p> <p>PRESENTER: <b>CRAD RUTLEDGE</b> Sr. Vice President, Motorola</p> 	<p><b>HOW TO GET THE BEST HIRE - RECRUITING ADVICE FROM THE PROS</b></p> <p>PRESENTER: <b>ANITA GRANTHAM</b> Head of HR, Bombardier</p> 
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2:05pm - 2:45pm PDT | Breakout Sessions

<p><b>A PREVIEW OF VISIONLINK DIRECT</b></p> <p>PRESENTER: <b>JOE MILLER</b> Vice President of Product Development, VisionLink</p> 	<p><b>GROWTH BY DESIGN: STRATEGIES FOR COMPANY-WIDE CULTURAL ALIGNMENT</b></p> <p>PRESENTER: <b>LINDA DUFFY</b> President &amp; Founder, Hamat Capital Solutions</p> 
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2:50pm - 3:00PM PDT | Main Stage

# Reminders



THE ACCELERATE 2024  
COMPETITION



NETWORKING SESSION



POLLS



# accelerate 2024

Boost Growth With Growth Partners