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**Grow leaders from
the inside out**

The whole person development advantage

Three sets of skills to unlock your team’s potential

For companies who want their people to lead, collaborate and perform effectively, it’s becoming more and more crucial to help employees develop at deeper levels than just “traditional” leadership skills. To do this, organizations need to shift their perspective from traditional leadership development to whole person development.

Whole person development is the only learning approach that considers the entire spectrum of skills people need to face and overcome today’s challenges. **This learning approach focuses on the three sets of skills people need to lead, collaborate, and perform effectively: traditional leadership skills, self-awareness skills, and critical learning skills.**

These three skill sets demonstrate that employees must master both “doing” and “being” in order to be effective leaders, teammates, and humans. Doing involves more traditional skills like interviewing or conducting a performance review, and Being involves personal skills like having self-awareness and identifying biases.



TRADITIONAL LEADERSHIP SKILLS

- ▶ Accountability
- ▶ Conflict management
- ▶ Negotiation
- ▶ Talent development
- ▶ Strategic agility
- ▶ Communication
- ▶ Decision-making

SELF-AWARENESS SKILLS

- ▶ Authenticity
- ▶ Self-confidence
- ▶ Executive presence
- ▶ Purpose and values
- ▶ Personal sustainability
- ▶ Resilience and grit
- ▶ Flexibility

CRITICAL LEARNING SKILLS

- ▶ Creativity
- ▶ Dealing with complexity
- ▶ Navigating ambiguity
- ▶ Strategy
- ▶ Systems thinking
- ▶ Collaboration
- ▶ Building relationships
- ▶ Social intelligence

The culture your people want

Whole person development shows employees that their whole selves matter—both what they're doing and how they're being. It encourages them to bring their entire range of skillsets and mindsets to work every day. Whole person development contributes to higher employee satisfaction, productivity, and performance. In short, it drives the kind of culture that people want to stay with for a long time.

A framework for success

Through the lens of whole person development, Verb has developed a learning and development platform that ensures learners are continually stretching and improving in all aspects of their lives. This model provides a learning framework you can adapt to your company's unique culture, values, and goals. Many Verb clients use our proven framework alongside their own leadership material, which is integrated seamlessly into our platform.



DRIVE RESULTS

develop communication, organizational, and technical skills



FOSTER COLLABORATION AND CULTURE

train in empowerment, meaningful feedback, inclusion, servant leadership, and leading change



BUILD HIGH-PERFORMING TEAMS

foster skills in accountability, conflict management, talent development, and delegation



ENHANCE CREATIVITY AND INNOVATION

improve adaptability, learning agility, and improvisation



CULTIVATE A GROWTH MINDSET

build active positivity, resilience and grit, work-life integration, and continuous learning

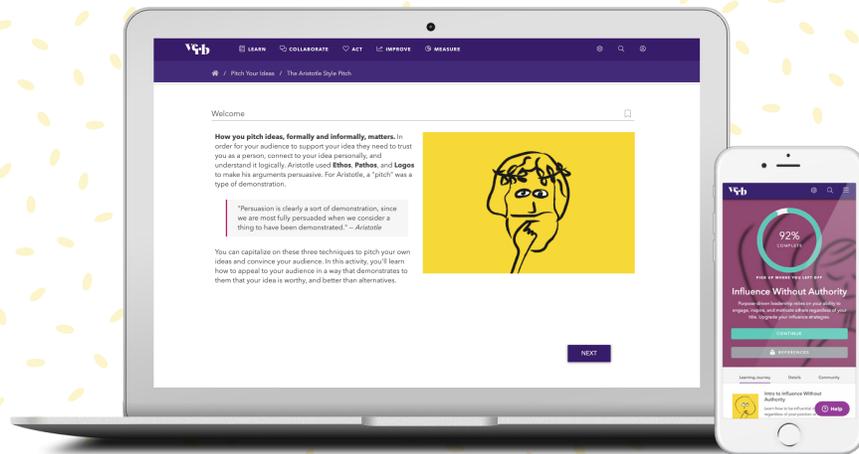


KNOW YOURSELF

focus on authenticity, self-responsibility, empathy, purpose, and bias

Learning for grown-ups, written by experts

In order to help adult learners understand and retain information, Verb goes beyond just creating amazing content focused on whole person development. The instructional design of our courses deliver material and knowledge in a way that reinforces the ways adults learn. Learners expect content when, where, and how they want it, and Verb delivers. We also use the latest adult learning techniques based on the research of experts in psychology like Abraham Maslow, Carol Gilligan, and David and Alice Kolb.



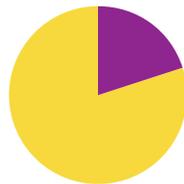
Cultivate your potential with Verb

Verb's unique approach to whole person learning helps organizations **increase loyalty, reduce turnover, identify top talent, reduce training costs, improve efficiency, and strengthen company culture.**

CHECK OUT SOME NUMBERS WE'RE PROUD OF:

3x

Verb users complete
3x more content than
industry average



72% of respondents said
Verb made them more
self-aware of their goals,
skills, and abilities



57% of respondents said
Verb helped them to
"dream bigger" about
their professional future

Whole Person Development is a Whole Lot Better



Verb helps organizations unlock their teams' full potential with a learning and development platform focused on whole person development.

We take proven adult learning techniques and engaging, bite-sized content and pair them with the most desirable skills in whole person development.

Cultivate the potential of your people, powered by Verb.

goverb.com

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