



## **FIERCE INC.'S STUMP SPEECH**

### **Where are we going?**

We are dedicated to transforming the conversations central to our clients' success. Our long term goal is to help change the world, one conversation at a time.

### **Why are we going there?**

We are not neutral. We believe that...

... what gets talked about in an organization and *how* it gets talked about determines what will happen. And what won't happen.

... while no single conversation is guaranteed to change the trajectory of a career, a business, a relationship, or a life, any single conversation can.

... leadership should be defined in terms of relationship and taught and measured in terms of the capacity to connect with colleagues and customers at a deep level.

### **Who is going with us?**

At Fierce, there is no bench. Consequently, we attract and retain partners and staff who bring organizational expertise, personal depth, and fierce resolve to all of our endeavors. Each of us is dedicated to living the "Fierce" brand every day.

### **How are we going to get there?**

By working with clients whom we enjoy and respect and for whom we can make a significant and unique contribution. By focusing on performance and sustainability. By developing leaders who are globally competent and competitive. By continually earning our reputation as the international leader of executive education focused on skillful, courageous dialogue.

### **What are our core values?**

Living the brand requires that each of us lives a life of ever-deepening *authenticity*, *passion* for the work, *freedom* to obey one's instinct while working without a net, *collaboration* so that we may continually learn and improve, *courage* to live the principles every day, *grace* that comes from on-going personal transformation, and genuine *affection* for and an *emotional*

*connection* with our customers and with one another. Our touch is light, our interventions are gentle, our approach is fair, and our egos are checked at the door. Without being intrusive, we provide follow-up, follow through, and on-going support.

In addition to making a positive impact on this planet and on the robust growth, health, and on-going relevance of Fierce Inc, our primary goal is captured in the following quote:

"If you ever listen to Sinatra sing, it sounds as if he's singing directly to you. That was Sinatra's great skill, and that's what we try to achieve in our business. We want to connect with people on a human level -- to touch them in some way."  
-- George Forrester Colony, Forrester Research