ELITE LEADERSHIP CONSULTING GROUP

Lead Elite Academy

The 52-week leadership academy installed inside your company.

Casualness creates casualties.

THE LINE WE HEAR IN EVERY ROOM

“We bought a $50K sales course, *and nobody used it.*”

If you've said some version of that, you're not alone. It's the objection we hear from owners and executives more than any other.

Why the last program died

01

Bought

Leadership signed the check and the content showed up.

02

Launched

Everybody watched the kickoff, and week one had energy.

03

Faded

It ran on free will, and free will lost to a busy month.

The content was fine. Nobody built the rhythm that makes it stick, and building that rhythm is the leader's job.

You promoted your best performer and trained them on nothing

82%

of managers are “accidental managers,” promoted into leadership with no formal management training.

In the same research, one in three workers had already left a job because of bad management.

Source: Chartered Management Institute, 2023 survey of 4,500 UK workers and managers (reported by Fortune)

Your managers are *your culture*

70%

of the variance in team engagement comes down to the manager.

That's the person your people report to on Monday morning, and whatever that person allows becomes your culture.

Source: Gallup, State of the American Manager

Weak leadership has a price tag

52%

of employees who quit say their manager or organization could have done something to keep them.

½ to 2×

their annual salary is what it costs to replace one of them.

So you pay for weak leadership twice, once when good people walk out and again when you replace them.

Source: Gallup, “This Fixable Problem Costs U.S. Businesses $1 Trillion,” 2019

WHAT YOU'RE ACTUALLY BUYING

Installation *capability*

The ability to make anything stick inside your company. Leadership development is the first thing we install with it.

Every system your team takes on after this, whether it's a sales process, a new SOP or a safety standard, rides on the rhythm your leaders build here.

Every leader, every week

01

Watch

One 10 to 15 minute video unlocks in the portal, and completion is tracked.

02

Read

A quarter of a chapter from The ELITE Leadership Blueprint.

03

Execute

One Execution Order, run with their actual people that week.

04

Debrief

They post the rep in the Debrief thread, where peers and leadership can see it.

MONTHLY

Muster

Leaders in one room for thirty minutes, the same three questions, and the leader answers first.

The rhythm gets installed in the very first video, so week one never runs on free will.

Accountability *by design*

Swim buddy

Every leader is paired with one other leader for the year to check each other's reps. In the SEAL Teams, you never went anywhere without your swim buddy.

Execution Orders

Every video ends with one specific assignment run with real people, never a reflection exercise, and every one ends with an order to post.

Debrief thread

Every rep gets posted where peers and leadership can see it. The standard is simple: casual posts, casual results.

Monthly Muster

Thirty minutes and the same three questions, and whoever runs it answers all three about themselves before asking anyone else.

Three phases, thirteen missions

WEEKS 1 TO 12

Mindset

- What Is ELITE Leadership?
- The MINDSET
- The SCALE Method

WEEKS 13 TO 36

Skillset

- Empowerment
- How to Lead Yourself
- How to Inspire
- How to Build Trust
- How to Execute
- ELITE Scaling

WEEKS 37 TO 52

Multiplier

- Controlled Autonomy
- Hidden Rules of High-Performance Cultures
- Legacy Isn't Given, It's Built
- Synthesis and close

Each mission is four weeks and one chapter of the book. The video never re-teaches the reading. The book shows them the whole reef, and the video takes them down deep on one thing.

The operating system is *ELITE*

E

Empowerment

Give people ownership they can actually carry.

L

Leadership

Lead yourself first, then lead everyone else.

I

Inspiration

Light the fire, and catch people doing it right.

T

Trust

Build it, keep it, and rebuild it when it breaks.

E

Execution

Turn standards into a rhythm that runs every week.

Under it sit the frameworks your leaders run every day, including MINDSET, CALM, SCALE, IGNITE, COACHH and Controlled Autonomy.

Built for every building

Leadership is leadership. Every lesson, story and Execution Order is written so any manager in any company recognizes their own Monday in it.

No industry jargon

Your leaders spend their time running the rep, not translating somebody else's examples.

Your people, this week

Every assignment is run with the actual team in front of them, so the learning happens on the job.

One standard across locations

Every leader in every location learns the same language and runs the same rhythm.

Progress you can measure

What we track	Start	3 months	6 months	9 months	12 months
ELITE leadership baseline	Baseline	Scored	Scored		Final
Team retention	Baseline	Logged	Logged	Logged	Final

The leadership baseline

Each leader scores themselves on the ELITE pillars, and their team scores them anonymously through a private link. Ownership sees every score.

Retention

Each leader records their team's retention before the program starts, then again every quarter, so you can see the trend.

You won't have to guess whether it's working, because you'll have the numbers.

WHO BUILT IT

Brandon Thornhill

Brandon served 14 years in the Navy, 12 of them as a Navy SEAL. He began as a hospital corpsman, graduated with BUD/S Class 263, served as a Special Operations Combat Medic with SEAL Team Two, and became a First Phase instructor. After the Teams, he built a sales team in the direct selling space that has produced over $100 million in sales. Today he coaches and consults for seven-, eight- and nine-figure companies and is the author of *The ELITE Leadership Blueprint*.

12
years as a Navy SEAL

15
BUD/S classes put through Hell Week

$100M+
in sales from the team he built

The math on keeping one person

THE INVESTMENT

$3,500

per month, per location, for your entire leadership bench. That's $42,000 a year.

ONE REPLACEMENT

$30K–$120K

is what one departure costs at a $60,000 salary, using Gallup's half-to-two-times range.

Keep one or two good people who would have walked, and the program has paid for itself.

Illustrative example at a $60,000 salary. Source: Gallup, 2019



Casualness creates casualties.

Let's install the standard in your company.

Next step: a 30-minute call to map your leadership bench and lock in your cohort's start date.

leadeliteacademy.com · admin@leadeliteacademy.com · 757-749-7520