



LEAPFROG'S FRAMEWORKS AND LEARNING PRINCIPLES

THE METHOD BEHIND OUR DIFFERENCE

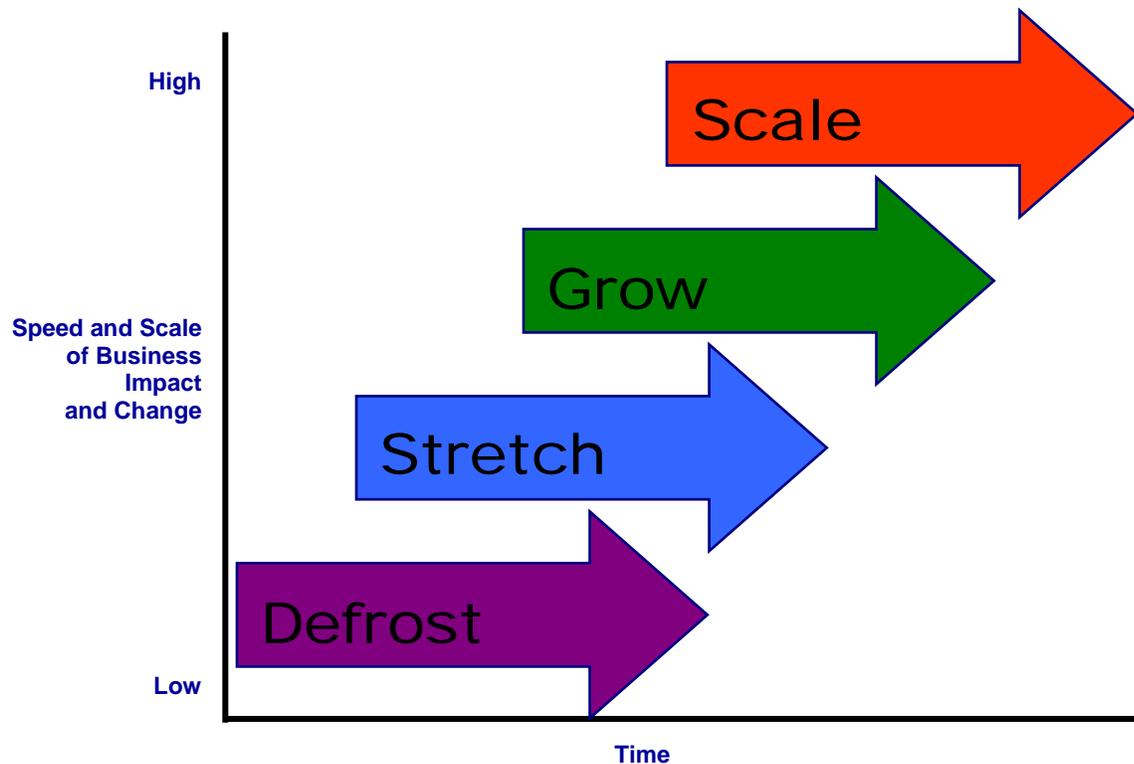
While Leapfrog is known for a distinctive creativity, interactive energy, and ability to drive team productivity, there is another, less visible part of our “difference” – our approach to helping you translate your business issues and people needs into customized solutions that have a noticeable impact.

In order to help you move from issues to solutions more quickly and consultatively, we use two frameworks: one for **organizational change** and another for **individual and team learning**. These are supported by Leapfrog's **learning principles**.

Organizational Change

Many clients call us at various points in the process of an organizational change—some want to start people moving in a new direction...others want to accelerate a change that has already been launched. Most often, there will be a mix of people all along a change continuum. Leapfrog will talk with you about where your business and people are *now* using the following stages of change:

Stages of Change





LEAPFROG'S FRAMEWORKS AND LEARNING PRINCIPLES

THE METHOD BEHIND OUR DIFFERENCE

- **Defrost**

Some of our clients want to shift direction and they need to help their people overcome “inertia.” This means helping them “un-learn” old behaviors and become committed to a new way or direction. Many of Leapfrog’s offerings are quite useful in breaking down old habits and perceptions and creating a greater openness to change.
- **Stretch**

Some Leapfrog clients have created a “burning platform” for change, but their people are taking “baby steps” rather than thinking boldly, taking real action, and finding “early wins.” Leapfrog’s offerings help people rethink what’s possible and what it will take to reach that “shining city on the hill”—i.e. to turn a shared vision into reality.
- **Grow**

In some organizations, there are knowledge, skill, and attitudinal gaps that must be closed before real progress can be made. Leapfrog has offerings that can build a “critical mass” of people with the right capabilities and outlook to “model the way” for others in the organization.
- **Scale**

Finally, some organizations find themselves well into a change process but needing to refresh and renew their peoples’ effort or to scale that effort up for a broader/deeper impact. Some of Leapfrog’s offerings and approaches help clients leverage what they’ve done so that skills, best practices, process improvements are more widely shared and integrated into the fabric of the business and daily work.

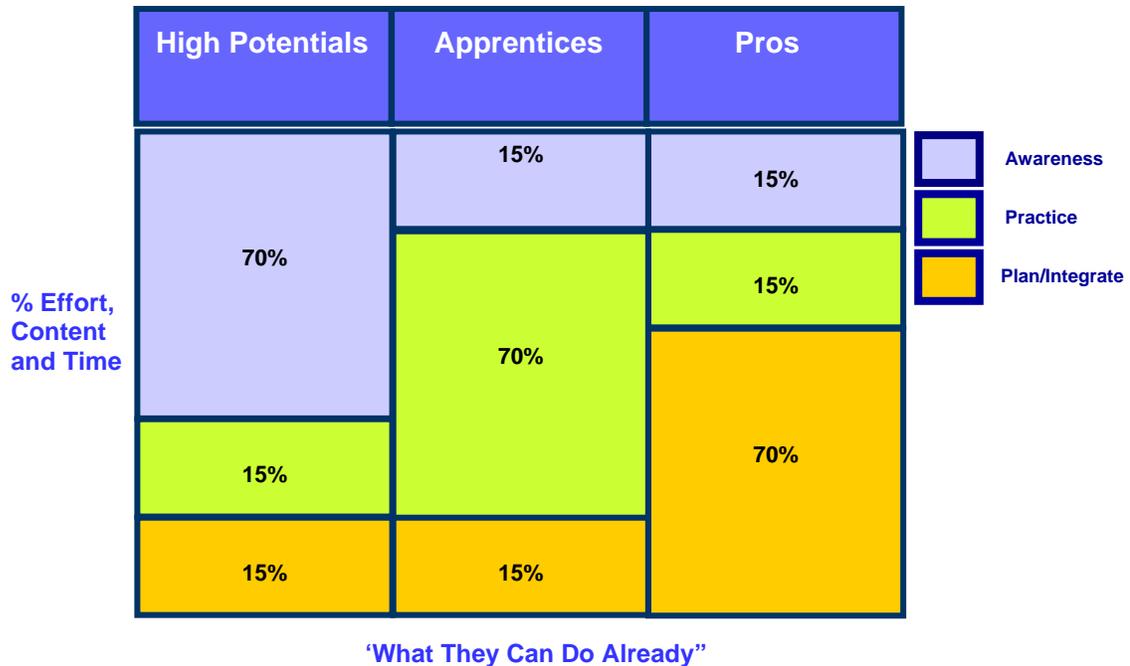


LEAPFROG'S FRAMEWORKS AND LEARNING PRINCIPLES

THE METHOD BEHIND OUR DIFFERENCE

Individual and Team Learning

Sometimes when clients reach for Leapfrog, their starting point is a set of learning objectives, a competency model, or the developmental needs of a particular audience (e.g. high-potentials or particular teams). In order to diagnose what's needed and by whom, Leapfrog will talk with you about where your people are in terms of "observable" skills



- “High Potentials” – are your people new on the job or preparing for a significant stretch in the near future. Greatly skilled in one area but “unconsciously incompetent” in another.
- “Apprentices” – are your people somewhat skilled but not quite ready to go solo? Can they handle the basics but not especially challenging situations?
- “Pros” – are your people “unconsciously competent” or in need of a skill polish or refresher? Could your people begin to teach others what they know?

This, in turn, drives the discussion to the kinds of learning activities and work experiences audiences have had already...and what the right mix of awareness, practice, and planning activities make sense now. For example, High Potentials often need a higher mix of awareness building activities while “pros” might need only a little awareness building and a lot of new planning tools to help them boost their efficiency or productivity.



LEAPFROG'S FRAMEWORKS AND LEARNING PRINCIPLES

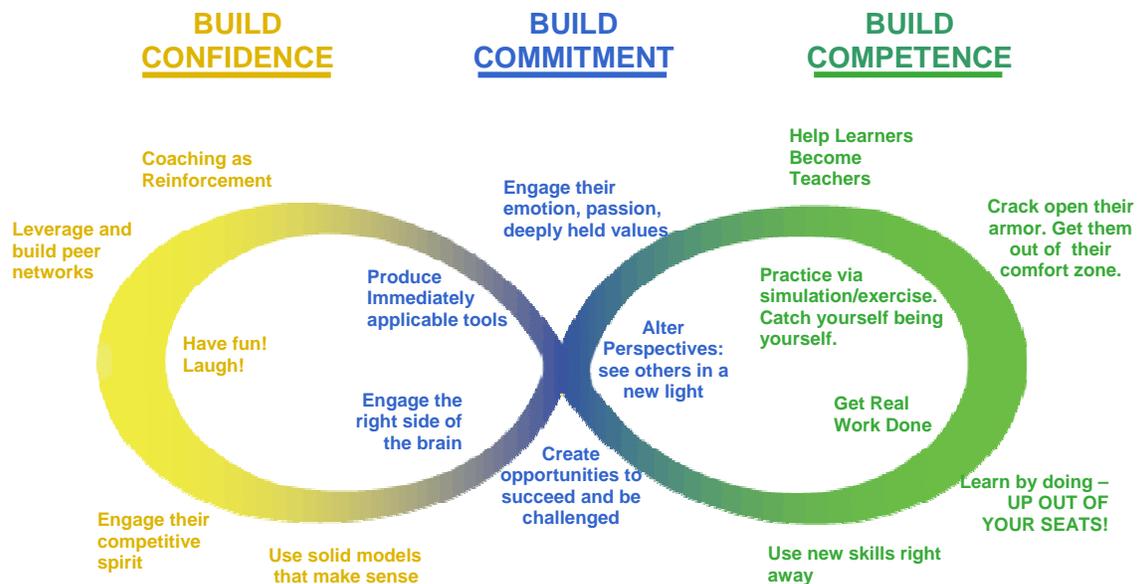
THE METHOD BEHIND OUR DIFFERENCE

Learning Principles

Fundamentally, Leapfrog believes that there are no limits on human potential. All of Leapfrog's solutions leverage the core learning principles outlined in our "infinity" framework to **integrate business and people goals**.

Delivering People and Business Impact

Leapfrog's Infinity Model



We've found that when we talk with clients using these frameworks, our conversations have a rigor, transparency, and velocity that are difficult to find elsewhere. Even more important, the frameworks help us avoid superficial "client need/product fit" conversations. Instead our conversations are more likely to yield approaches, experiences, and solutions that are truly customized, "client-driven," and results producing.