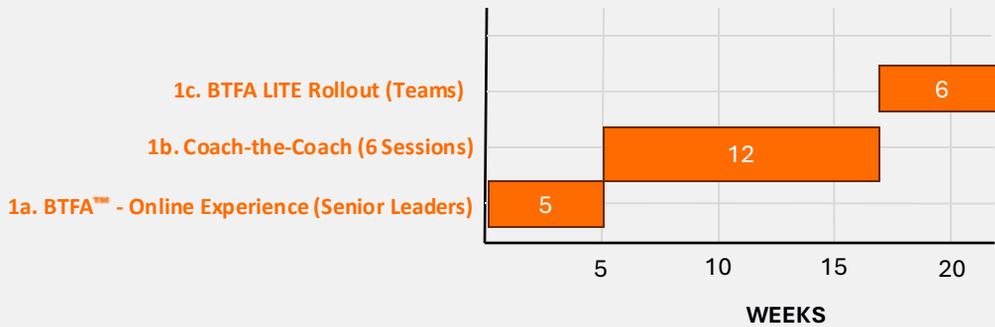




A Program to Transform Leadership, Culture & Change

Implementation Plan (Example)



*A Comprehensive Overview for Leaders
committed to ...*

**MAKE LIFE
BETTER**

Introduction: Building the Case for BTFA™

In today's corporate environment, leaders are equipped with tools and models emphasising logical and procedural thinking – this is valuable but incomplete.

Business school teachings, including those from top-tier MBA programs, often neglect the most critical element of transformation: **The Human Brain.**

The BTFA™ framework integrates neuroscience into the corporate playbook, addressing this gap and enabling leaders to tackle challenges with unprecedented precision and empathy.

The Full BTFA™ Online Experience



The journey begins with senior leaders and their teams engaging in the full BTFA™ experience. A 5-week, immersive program focusing on the science of human behaviour and decision-making.

This is essential to:

Equip leaders with a deep understanding of belief systems, neural wiring, and their impact on behaviour.

Foster a culture of respect and humanity by reframing reactions and behaviours as neurobiological outputs, not moral failings.

Create lasting neural changes through our storytelling approach, validated by neuroscience and applied learning principles.

Leaders emerge with improved self-awareness, empathy, and a capacity to inspire transformation at all organisational levels.

The Tipping Point

1. Critical Mass and Cultural Momentum:

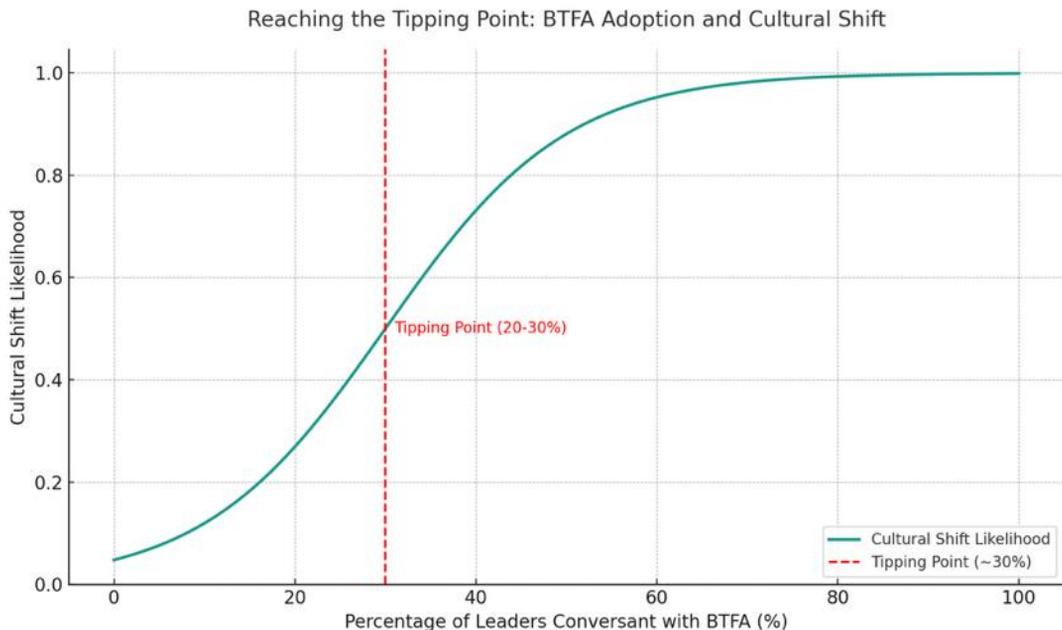
1. Experimental evidence suggests that when a committed minority of around **25-30%** of individuals adopt a new behaviour or norm, a tipping point can be reached after which the behaviour spreads to the majority. (e.g. Centola, Baronchelli et al., *Science*, 2018)”
2. In BTFA terms, this means enough leaders are conversant in the language and principles, consistently modelling them, and embedding them in daily interactions and decisions.

2. Why Focus on Leaders:

1. Leaders at all levels are culture carriers. Their behaviour shapes norms, and their adoption of BTFA ensures the framework cascades authentically.
2. Without this critical mass of trained leaders, the language and concepts risk being perceived as a “bolt-on” rather than an integrated part of “how we do things.”

3. BTFA as the Catalyst for Change:

1. The Full BTFA Experience is the foundation of this tipping point because it rewires leaders’ neural patterns, enabling genuine behaviour change.
2. BTFA Lite supports this, but only when used after sufficient leaders have undergone the full transformation.



Early Stages: "When less than 20% of leaders are trained, adoption remains slow because the language is not prevalent enough to influence daily decisions and behaviours.

"Tipping Point: "At around 30% adoption, the momentum shifts as leaders begin to reinforce BTFA principles in team discussions, decision-making, and organisational practices.

"Embedded Culture: "Once a majority of leaders (~50% or more) are conversant, the BTFA framework becomes 'just the way we do things,' driving sustainable change and alignment."

Coach-the-Coach

After completing the BTFA™ experience (5-weeks), selected leaders can engage in our certified "Coach-the-Coach" initiative.

This series of 6 interactive 90-minute sessions over 3 months, ensures those involved develop a deeper understanding of the concepts and principles so they can support the broader team, providing:

- **P**actical 'on-site' immediate support when applying BTFA concepts to real-world challenges.
- **L**eaders internalise and cascade the BTFA language and approach, improving the support they provide for their teams, maximising engagement and performance.
- **E**nhance the internal capability to sustain the transformation at a cultural level, concurrently reducing reliance on Duxinaroe services – in line with our interest in facilitating genuine 'Knowledge transfer' to our clients.



The Essential Sequence

1. Start with the Full BTFA™ Online Experience:

>50% of an organisations senior leaders and key influencers participate in this transformative journey, equipping them to lead with humanity and science-backed insight.

2. Train Internal Coaches:

Selected leaders become BTFA Coaches through additional guided sessions, enabling them to embed BTFA principles into team activities and organisational practices.

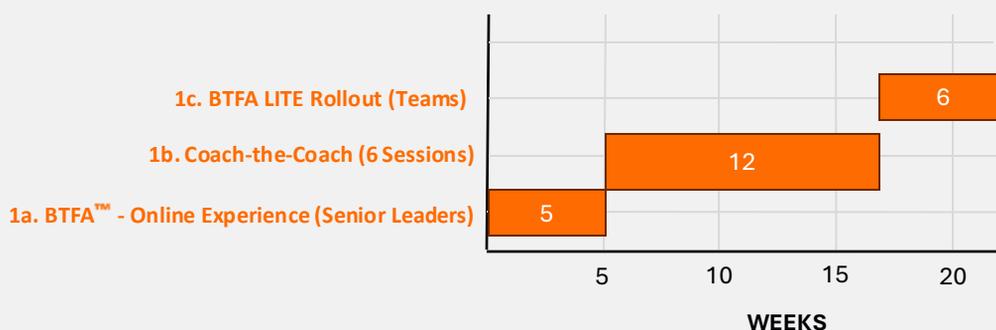
3. Introduce BTFA Lite:

The broader workforce is introduced to BTFA through the Lite program, gaining a foundational understanding of the principles while benefiting from the leadership example set by those who have completed the full program.

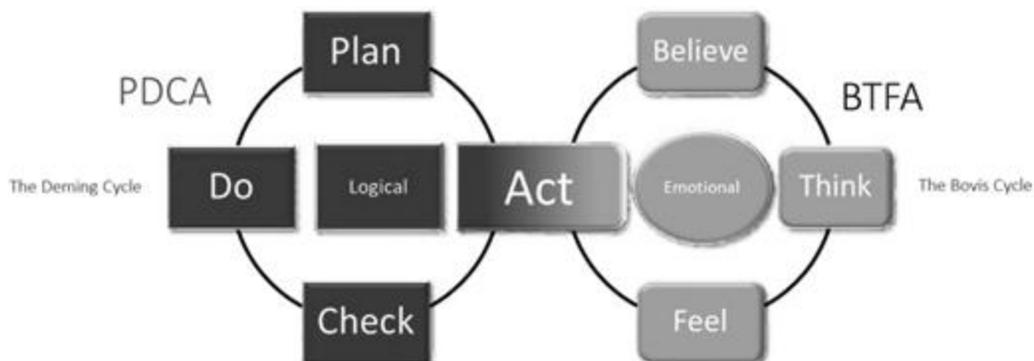
4. Sustain Change with Coaching and Reinforcement:

BTFA Lite participants are supported by trained coaches who ensure the principles are applied consistently in daily operations, team discussions, and decision-making processes.

Implementation Plan (Example)



Why BTFA is Essential



Unlike traditional methods, BTFA is designed for the modern workplace, where **the human element is critical**. By bridging the gap between the logical and emotional aspects of leadership, BTFA offers:

- **F**aster timelines for cultural transformation.
- **E**nhanced innovation and collaboration.
- **M**easurable improvements in engagement, retention, and profitability.

BTFA aligns seamlessly with familiar business principles while introducing the neuroscience-based language leaders need to tackle today's challenges effectively. This comprehensive framework positions your organisation as a leader in human-centric, performance-enhancing practices.

Duxinaroe.com



Metrics

Metrics proving BTFA's effectiveness focus on outcomes in:

Organisational performance

Leadership development

Employee engagement and

Cultural transformation.

Following are key categories of metrics, along with examples:



1. Leadership and Behavioural Metrics



These metrics assess improvements in leadership behaviour, self-awareness, and team dynamics:

- **Emotional Intelligence (EI / EQ):** Our clients often run Pre- and post-program assessments of leaders' ability to recognise, understand, and manage emotions in themselves and others.
- **Self-Awareness Scores:** Can be measured through 360-degree feedback or leadership assessments.
- **Conflict Resolution Effectiveness:** Reduction in reported conflicts or improved scores in team surveys on conflict resolution.
- **Decision-Making Speed and Quality:** Improvements in leaders' ability to make confident, informed, and empathetic decisions.

2. Employee Engagement and Well-Being

BTFA aims to improve employee experience and mental well-being:

- **Engagement Scores:** Increase in metrics from tools like Gallup Q12, Great Place to Work, or similar engagement surveys .
- **Turnover Rates:** Decrease in voluntary turnover, indicating higher employee satisfaction and retention.
- **Workplace Stress Levels:** Reduction in stress indicators captured through surveys or absenteeism data.
- **Team Collaboration Ratings:** Improved scores in team alignment and collaboration surveys.

Duxinaroe.com



3. Organisational Performance Metrics

BTFA contributes to improved organisational outcomes:

- **Productivity Metrics:** Increase in key performance indicators (KPIs) such as revenue per employee or time to project completion.
- **Innovation Metrics:** Number of new ideas generated, implemented, or patents filed post-BTFA adoption.
- **Operational Efficiency:** Reduction in waste, rework, or downtime as leaders implement human-centric, efficient practices.
- **Customer Satisfaction Scores (CSAT) and Net Promoter Scores (NPS):** Improved customer feedback as teams become more aligned and empathetic.

Duxinaroe.com



4. Cultural Transformation Metrics

BTFA drives shifts in organisational culture, which can be measured through:

- **Alignment Surveys:** Improvement in shared vision, values, and priorities across leadership levels.
- **Psychological Safety Index:** Increased scores reflecting employees' comfort in sharing ideas and taking risks.
- **Diversity, Equity, and Inclusion (DEI) Metrics:** Improved perceptions and outcomes for inclusion and belonging.
- **Change Readiness Scores:** Higher scores in surveys assessing adaptability and openness to change.



5. Financial Impact Metrics

While harder to directly attribute to BTFA, these metrics demonstrate long-term ROI:

- **Profitability Metrics:** Increase in gross margins or net profit, linked to improved culture and operational efficiency.
- **Cost Savings:** Reduction in recruitment and onboarding costs due to improved retention.
- **Revenue Growth:** Revenue increase as innovation and collaboration flourish.
- **Cost of Employee Burnout:** Decrease in absenteeism or health-related costs associated with stress.

Case Study Examples

- **Before-and-After Analysis:** Organisations that implemented BTFA™ reported a marked improvement in performance related to leadership effectiveness within six months, alongside a 12% increase in employee engagement (Toyota Boshoku).
- **Retention Impact:** A client with a historically high annual turnover rate of 25% saw this drop to 10% within one year of the program.
- **Cultural Alignment:** Surveys showed a 30% increase in perceived alignment between leadership behaviours and organisational values after completing the BTFA™ journey.

These metrics, gathered through surveys, operational KPIs, and financial analysis, create a compelling case for BTFA's effectiveness in transforming organisations and driving sustainable performance improvements.



ROI

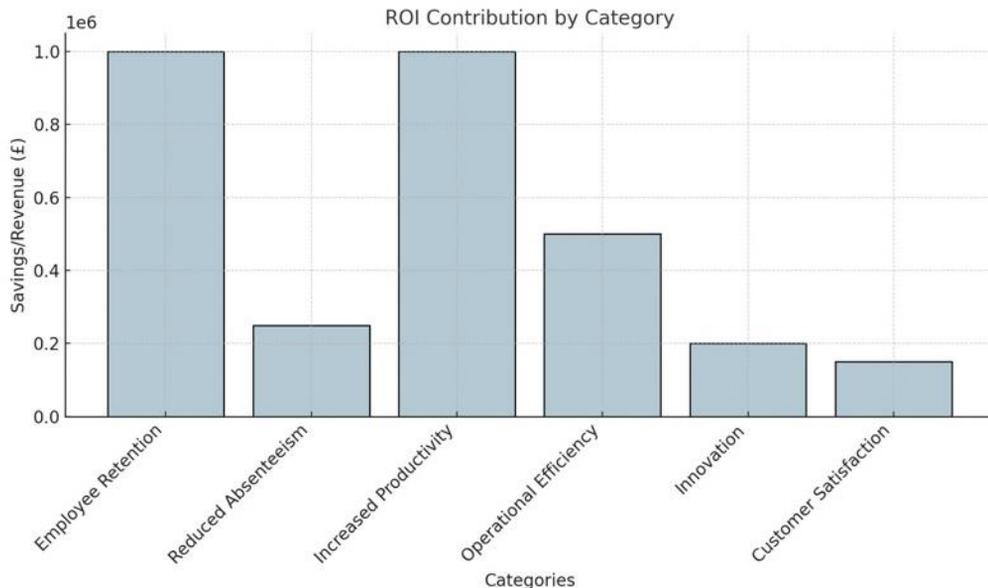
The ROI (Return on Investment) of the BTFA™ framework can be evaluated through tangible and intangible benefits.

These specifics provide a clear business case for investing in the program:

Duxinaroe.com



Tangible ROI Metrics



A. Increased Employee Engagement

- **Impact:** Research shows a **10% improvement in engagement** correlates with a **21% increase in productivity** and **59% reduction in turnover**.
- **Example ROI:** For a company with 500 employees, reducing turnover by 10% could save ~£500,000 annually in recruitment, training, and lost productivity costs.

B. Reduced Absenteeism and Burnout

- **Impact:** By improving workplace well-being, organisations typically see a **37% reduction in absenteeism**.
- **Example ROI:** If average absenteeism costs are £2,000 per employee annually, reducing absenteeism by 20% across 500 employees could save £200,000.

C. Increased Retention

- **Impact:** Replacing an employee costs 50-200% of their annual salary. A program that reduces turnover from 20% to 10% for 500 employees with an average salary of £50,000 saves approximately **£1.25M per year**.

D. Improved Productivity

- **Impact:** Teams adopting BTFA have reported productivity gains >10% through better alignment and reduced stress.
- **Example ROI:** For a team generating £10M annually, a 10% productivity increase equates to an additional **£1M in output**.

E. Improved Operational Efficiency

- **Impact:** Process improvement initiatives, informed by BTFA, reduce waste and inefficiencies by **5-15%**.
- **Example ROI:** In a manufacturing or service operation with £50M in costs, efficiency improvements of just 5% could save **£2.5M annually**.



Intangible ROI Metrics

A. Enhanced Leadership Effectiveness

- Improved decision-making, emotional intelligence, and conflict resolution lead to:
 - Faster project delivery.
 - Better team alignment.
 - Improved stakeholder satisfaction (hard to quantify directly but critical for success).

B. Innovation and Collaboration

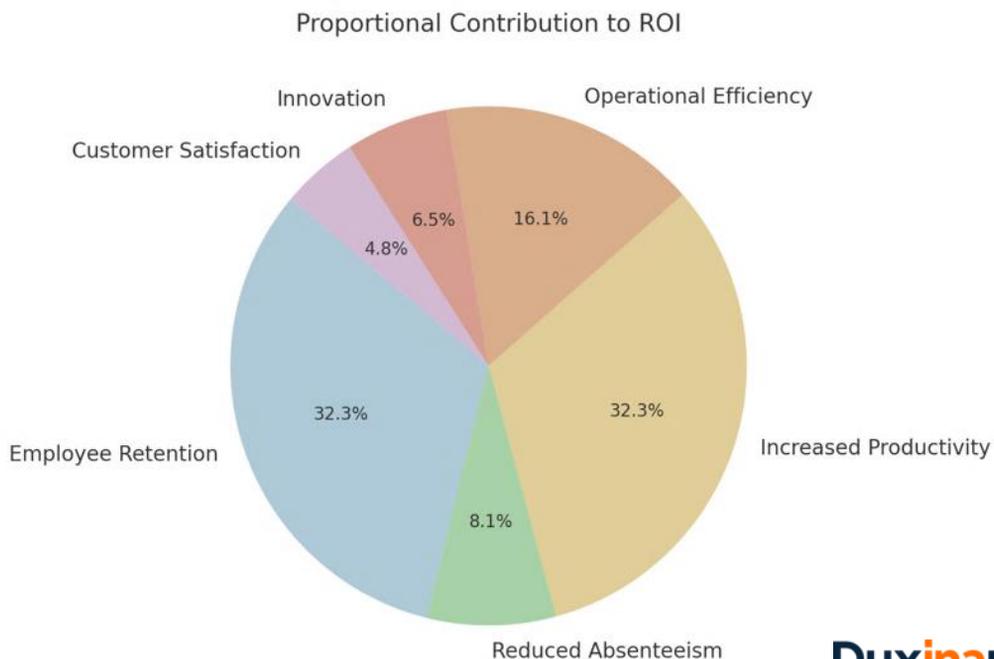
- **Impact:** Organizations embracing BTFA report a **20% increase in successful innovation projects**, translating into competitive advantages and market share gains.

C. Cultural Transformation

- Improved psychological safety and alignment lead to a more engaged, motivated workforce, enhancing:
 - Employee advocacy.
 - Positive workplace reputation, attracting top talent.

D. Customer Satisfaction

- **Impact:** Improved internal alignment and engagement positively affect customer satisfaction metrics (e.g., NPS or CSAT), driving retention and revenue growth.



ROI Calculation Formula (Example)

$$\text{ROI (\%)} = \frac{(\text{Net Benefits} - \text{Cost of Investment})}{\text{Cost of Investment}} \times 100$$

Example:

Investment: £2400 per leader for 50 leaders = £120,000.

Direct Savings: Reduced turnover, absenteeism, and increased productivity = £1.5M.

Net ROI: $(1,500,000 - 120,000) / 120,000 \times 100 = 1150\%$

Qualitative Benefits

Faster Change Implementation: Teams equipped with BTFA principles adapt more quickly, reducing change costs.

Stronger Culture: Leaders create environments where employees are more engaged, innovative, and resilient.

Long-Term Competitiveness: By addressing the human element, organisations achieve sustainable performance improvements.

ROI Case Study Example

Company X: A global manufacturer implemented BTFA for 50 leaders and rolled out BTFA Lite to 500 employees. Results after one year:

Turnover: Dropped from 18% to 9%, saving £1M.

Productivity: Increased by 12%, adding £2M in output.

Cultural Alignment: Improved alignment scores by 30%, resulting in better cross-functional collaboration and faster project execution.

Total Savings/Value: £3M.

Investment: £150,000.

Net ROI: $(3,000,000 - 150,000) / 150,000 \times 100 = 1900\%$

The following figures help to demonstrate that BTFA™ is not just an expense but a strategic investment with measurable, transformative outcomes.

	Metric Category	Description	Example Values	Notes
1	Cost of Investment	Total cost of implementing BTFA, including training fees, time, investment and materials	120,000	
2	Direct Benefits – Employee Retention	Savings from reduced turnover (reduced hiring, training and onboarding costs).	1,000,000	
3	Direct Benefits – Reduced Absenteeism	Savings from fewer missed workdays due to improved employee well-being.	250,000	
4	Direct Benefits – Increased Productivity	Additional Revenue or output from increased productivity, and engagement.	1,000,000	
5	Direct Benefits – Operational Efficiency	Savings from reduced waste, rework, and inefficiencies in processes.	500,000	
6	Indirect Benefits – Increased Innovation	Revenue or cost savings attributed to successful innovation initiatives.	200,000	
7	Indirect Benefits – Enhanced Customer Satisfaction	Revenue increases or cost savings linked to improved customer retention or acquisition.	150,000	
8	Indirect Benefits – Improved Leadership Effectiveness	Difficult-to-quantify but critical benefits from better decision making, conflict resolution and team alignment.	Qualitative benefits (not monetised)	
9	Net Benefits	Total benefits (Sum of all Direct and Indirect benefits).	3,100,000	
10	ROI (%)	ROI Calculation: (Net Benefits – cost of Investment) / Cost of Investment X 100	2483%	