

SYPartners

New York
San Francisco

We are a transformation company—helping individuals, leaders, teams, and organizations become the best versions of themselves, so they can create massive positive impact in business and society.

We're tireless optimists, thinkers, and makers, united in our fight for greatness—anywhere greatness can be had. So naturally, our work shows up in many different places, in many different ways:

CONSULTING

We work with leaders committed to greatness. We help them design—and build the capability to sustain—transformations.

If you're one of those leaders, we help you take on your most complex challenges and hopeful opportunities—whether it's transforming your business, making a greater personal impact in society, or building a coalition to achieve more than one organization could on its own.

PRODUCTS

We make products that empower teams and millions of individuals to unlock their fullest potential.

We channel what we've learned about human behavior, leadership, and change—in more than 20 years of consulting—into a collection of digital and physical products. Check out our award-winning **Unstuck** (www.unstuck.com) and newly released **Leadfully**. (www.leadfully.com)

ADVISING

We help leaders and leadership teams bring their best selves forward—and see their own personal change as core to any greater transformation.

We believe greatness at the highest level starts with the greatness of individuals. From the CEO of a multi-national company, to the ambitious manager in a small business, we focus on helping leaders of all kinds lead into the unknown with optimism, creativity, authenticity, and humanity.

No matter what form our work takes, we always bring a unique approach:

- 1. We help you lead into the unknown**—from envisioning a bold new future, to building up to it in a realistic way.
- 2. Using the power of creativity and design, we inspire, provoke, and compel** through experiences that motivate people to think differently, shift their beliefs, and change behaviors.
- 3. We start with purpose**, to give meaning and coherence to your work, and **drive change from the inside, out.**
- 4. We take a systemic approach** to bring all elements of transformation into balance—including any of the following: **strategy, leadership, org design, culture, new offerings and experiences.**
- 5. We equip people to lead their own transformation**—building the ongoing capability for individuals, teams, and organizations to continue to adapt and transform themselves.
- 6. We are partners in your success.** We help you bring your best self to the effort, so you can bring out the best in others.

Some leaders we've consulted to and advised:

Howard Schultz and his team, Starbucks: Developing the transformation agenda for returning to greatness.

Ginni Rometty and her team, IBM: Building a culture of transformation, marketing, brand reinvention, and sales enablement.

Laurene Powell Jobs and her team, The Emerson Collective: Reimagining the future of American high school education.

Oprah Winfrey and her team, OWN: Empowering millions of women in new, transformative ways.

Bernard J. Tyson and his team, Kaiser Permanente: Reinventing health care in America.

Bob Dickey and his team, Gannett: Inventing a new kind of media company in a radically shifting industry.

Mark Hoplamazian and his team, Hyatt: Designing a purpose-driven organization, from systems to every individual.

Learn more at: www.sypartners.com Or email: info@sypartners.com