



# *Elevate*

*The Art of Working Together*



Creating a work culture that works

# 5 Mindset Shifts

## The Ladder of Consciousness

State of mind as your source of power

## Gentle Discipline

Consistently doing the doable, without the pressure

## Extreme Ownership

Taking responsibility for everything in your experience

## Insight Strategy

Opening to the unknown and deep mind for creation

## Systems Not Psychology

Designing for workability instead of personality

# 5 Practices

## Generative Listening

Listening for the wisdom in others

## Goodwill

A culture of appreciation and being for each other

## Clear Agreements

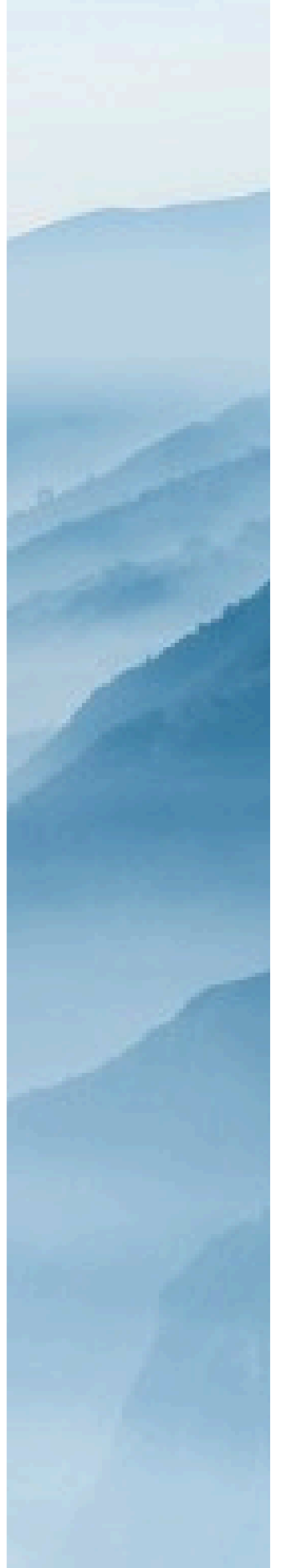
Shifting from expectations to co-creation

## Core Values

Everyone playing the same game

## Getting Real

Diversity and feedback as opportunities for growth



# The Ladder of Consciousness

*"We cannot solve our problems with the same level of thinking that created them." - Albert Einstein*

Often the way to get out of a rut, to solve an unsolvable problem, to get through a challenging situation, or to create the impossible, is to step outside of your assumptions about the situation, about yourself, about others, and about the world.

The Ladder of Consciousness is a metaphor for helping you navigate different perspectives, both your own and others, without fighting or debating. Moving up the Ladder is a progression from being a victim of the world, to personal empowerment, to being guided by inspiration. A change in altitude on the Ladder isn't just a change in mood, but a change in reality - and new possibilities become available.

# Gentle Discipline

*"Make each day your masterpiece."* - John Wooden

Relying on willpower, waiting for 'motivation', and choosing what to do based on how you feel will keep you mired in mediocrity.

The key to execution and success is taking one step at a time. It is the simple actions, consistently performed over time, that create momentum, understanding, and new possibilities.

So when you most want to rush, and push, and force, speed up is actually when you need to slow down and get present. To dream big, think small, and act now.



# Extreme Ownership

*"Leaders must own everything in their world. There is no one else to blame." - Jocko Willink*

Responsibility is the ability to respond, and there can be no responsibility where there is blame. The Ownership mindset is independent of role, independent of authority, independent of cause and effect, and independent of control. Ownership is a choice, a shift from reacting to the world to creating the world that you want to see.

Extreme Ownership brings Ownership into how you interact with others. In Extreme Ownership, everyone is a leader. Everyone takes responsibility, which creates a culture focused on creativity, quality, and support rather than ego and authority.



# Insight Strategy

*"The real voyage of discovery consists not in seeking new landscapes, but in having new eyes."* – Marcel Proust

When working in the realm of the known and the knowable, you are limited to incremental growth and the expertise of others.

When you step into the unknown, limits disappear. This is the space of creativity, innovation, and quantum leaps into new possibilities. And this space is our fundamental nature, our natural state of mind – which few people are using.

Insight Strategy is the art of tapping into this space and listening for fresh thinking – by looking away from old ideas and focusing on where new ideas come from.

# Systems Not Psychology

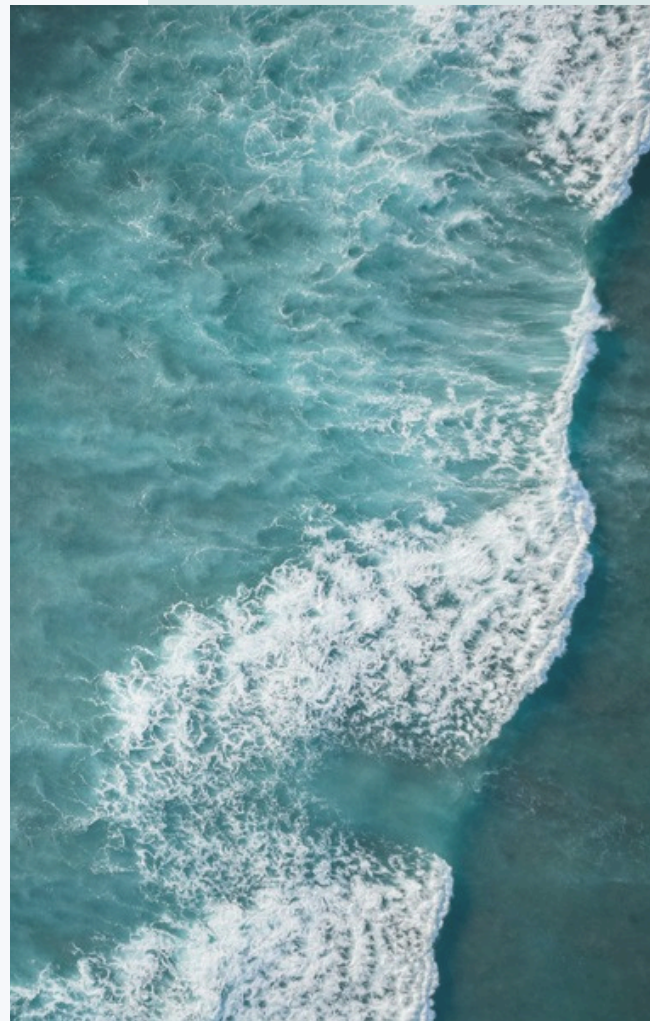
*"Every system is perfectly designed to get the results it gets."*

- W. Edwards Deming

The results of everything that is being created in your world and in your work is a product of your *systems*. Change the system, and you'll change the results. This requires clarity, humility, creativity, and a willing to experiment with different perspectives and different approaches.

Living with systems requires you to uncover the systems you didn't even know you had.

And it requires you to focus on practicality and workability, not psychology. You don't need to feel like it, be a certain kind of person, or have the right story about yourself to take action. All you need is a system.





# Generative Listening

*“The quality of your attention determines the quality of other people’s thinking.” – Nancy Kline*

Listening is so much more than letting someone speak. Most humans are terrible at listening. They are listening to agree or disagree, listening to react, listening for a problem to solve, listening for an opportunity to formulate and assert their own view.

Generative listening is just listening, as rare and powerful as it is simple. It is a depth of listening that invites more out of someone than they could generate on their own. Generative listening activates the deeper intelligence in others. Generative listening creates leaders.

# Goodwill

*"Catch someone doing something right."* – Ken Blanchard

Goodwill is the practice of seeing and appreciating the best in everyone around you. This isn't about being nice or avoiding conflict – it's a conscious choice to be a stand for each other, even when there is disagreement or challenge. It's a choice to see and speak to the greatness in each other, to help each other grow, celebrate each other's wins and to support each other when it gets challenging.

Goodwill build a culture of trust, where people feel safe to take risks, ask for help, and to bring their whole selves to the table. Egos relax and collaboration replaces competition.





# Clear Agreements

*"Expectations are pre-meditated resentments."*

*"You have two choices in your relationships with others. You can have relationships based on expectations or relationships based on agreements." - Steve Chandler*

Problems with performance, accountability, trust, and confusion almost always trace back to one thing: the absence of a strong, clear, relational agreement.

Most people operate in a world of one-sided expectations, which lead to resentment and confusion. Agreements, on the other hand, are co-created, collaborative, and designed to be fulfilled.

# Core Values

*"For values or guiding principles to be truly effective they have to be verbs." - Simon Sinek*

Core Values are long-term universal agreements for the entire organization. They aren't just what sound good on a poster—they are what guide behavior when things get hard. They are the DNA of teams, informing hiring, firing, decision-making, and culture.

When Core Values are weak, culture fragments and even the best strategies fall apart as all the effort goes into cleaning up accountability and communication.

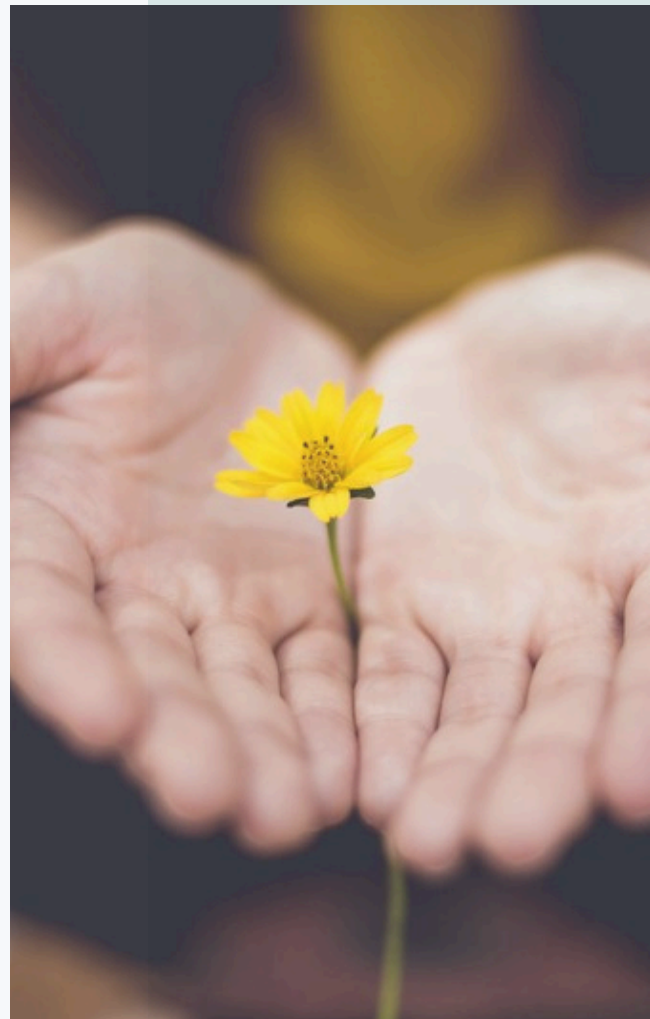
When Core Values are strong, they form a quiet, well-orchestrated engine of success. People know what to expect and more naturally take on leadership and responsibility.

# Getting Real

*"Care personally and challenge directly."* - Kim Scott

Getting real means having real conversations: not hiding, not competing, not avoiding, and not judging. These conversations are sometimes vulnerable, sometimes edgy - because we're human. Getting real brings curiosity and compassion to these conversations, while exploring where each of you have fallen short and how you can continue to improve.

Honesty builds trust. A culture that gets real welcomes both appreciation and challenge. The more care and respect that is present, the more candor that is welcome, and the faster the growth.



# About Me

Michael McDonald is a transformational coach and facilitator with over 15 years of experience supporting executives, entrepreneurs, and high-performing teams. He specializes in leadership development, authentic communication, and culture design, bridging analytical thinking with human-centered leadership.

His approach blends emotional intelligence, systems thinking, and experiential learning to help leaders navigate complexity, build trust, and drive meaningful results. Known for his calm yet playfully challenging style, Michael creates engaging programs that spark insight and translate directly into improved collaboration and performance.

He has worked with organizations from innovative startups to global companies, delivering impactful corporate trainings, executive coaching, and strategic advisory to sustain long-term growth and cultural change.



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