




# THE 10% DIFFERENTIATOR: Executive Coaching

How to create a connected, innovative, and capable organisation in the next 12 months.

# What do we mean by the '10% Differentiator'?

Let's explore the concept of the '10% Differentiator.' This principle doesn't translate to an exact 10% in numeric terms. It denotes rather the existing capacity of a leader to execute the required roles, whether managing a project, spearheading a company, or overseeing a department. The key question here is, *"What are the unique attributes or processes that can propel you from being 'good enough,' (the 90% level) to achieving 'excellence'?"*

Our focus is on this area of potential growth. If we fail to institute change, it will inevitably lead to stagnation, which over time could result in regression. This is where the '10% Differentiator' comes into play, signifying the space for growth and transformation.



***"...propel you from being 'good enough,' (the 90% level) to achieving 'excellence'..."***



# The '10% Differentiator': Beyond the Comfort Zone

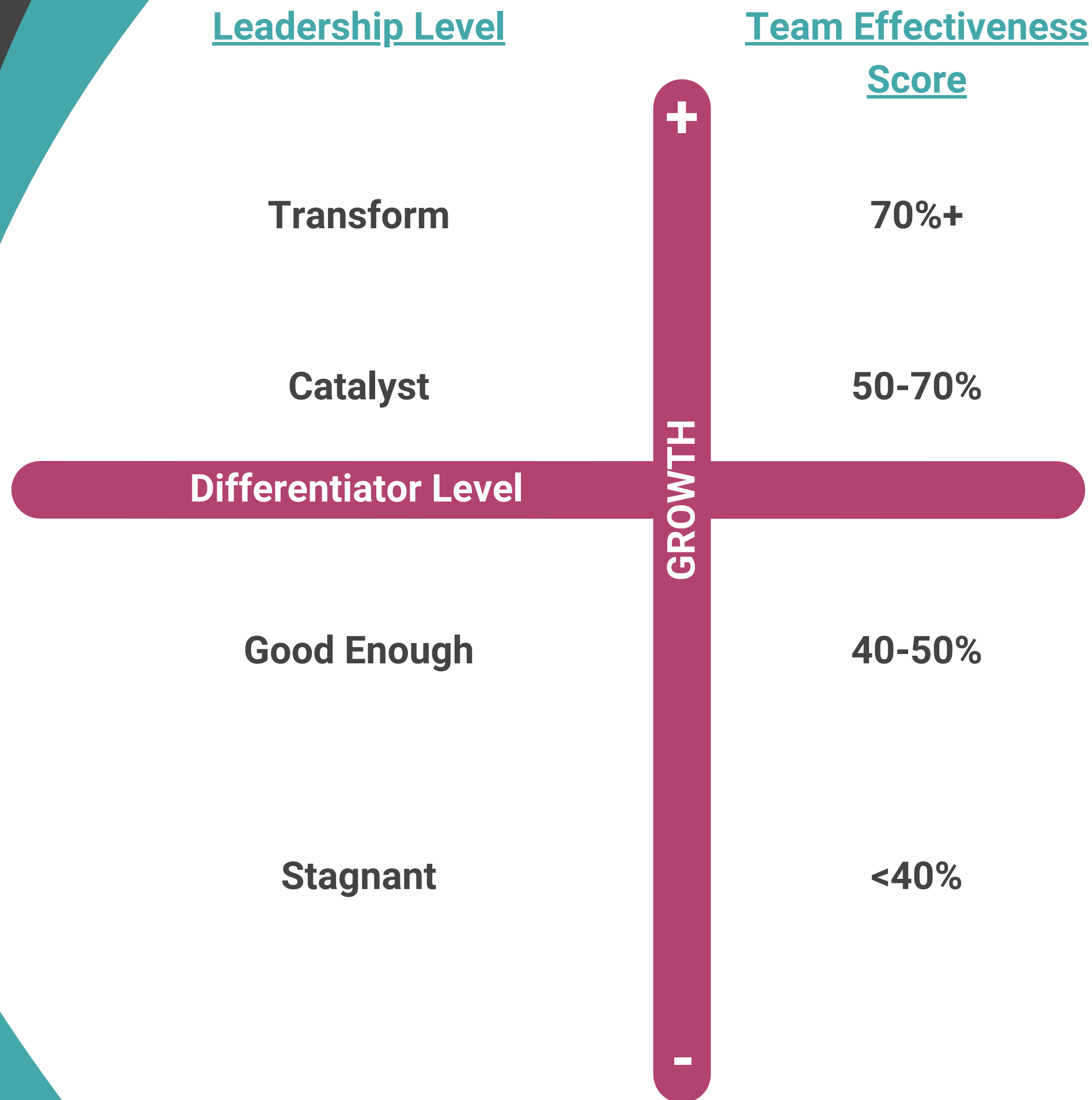
Most high achievers have mentors and coaches to guide them, encourage them, and make the most of their potential. We often look for a confidant and a trusted adviser who can help and support us as we navigate through our career and life.

A great coach will share experiences and challenges which will inspire and motivate you. They will initiate critical thinking, introspection, and personal reflection. An investment in your leadership development and personal growth will impact all areas of your life, providing you with a greater sense of control.

The journey towards achieving your 10% is a path of continuous learning and improvement, coupled with a commitment to excellence. It involves transcending comfort zones, challenging the status quo, and nurturing a culture of innovation, courage, and resilience.



***"...the potential  
for extraordinary  
success..."***



**The Value of the  
'10% Differentiator'**



# The Differentiator: A Catalyst for Leadership Excellence

What are our true expectations of our team members and colleagues? Are we fostering an environment where they feel empowered to propose innovative changes and improvements to our business operations? We seek more than just their productivity; we want their creativity and strategic insights.

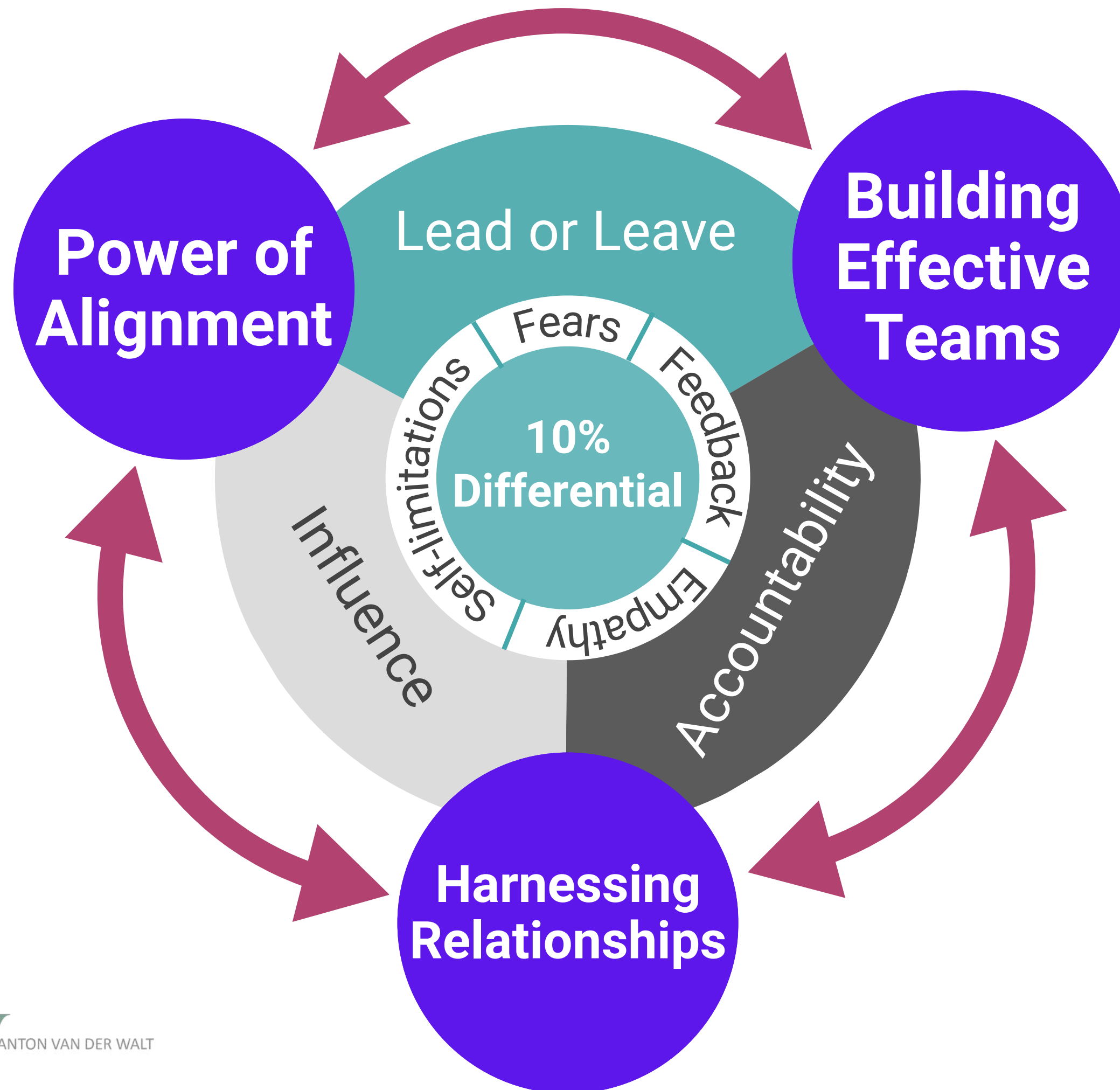
We are not interested in simple task execution. Instead, we value a workforce that constantly challenges our modus operandi, one that questions and pushes against the confines of our current approach.

As leaders, our objective is to leave our organisation in the hands of individuals who are continuously pondering, *"How can we enhance this? How can we optimise our performance?"*

The fundamental question we, as leaders, must confront is whether we're truly facilitating this kind of environment. Do we possess the technology, capabilities, leadership proficiency, and cultural ethos within our organisation to foster and encourage this kind of initiative and forward-thinking?



# The '10% Differential' Foundation





# The '10% Differential' Foundation

## Stepping up, Rising to your Personal Challenge

### CAREER AND PERSONAL COACHING GOALS:

- Effectively harness the '10% Differentiator', to propel you from 'good enough' to achieving excellence, directly impacting the business ROI.
- Build self-confidence and maximise your leadership presence.
- Develop excellent emotional intelligence - self-awareness, self-management, empathy, and relationship-building. Improve interpersonal skills - including influencing, motivating, presenting, resolving conflict.
- Develop Networking and business development skills. Increase capacity to influence and obtain real 'buy-in' from stakeholders.
- Manage complex relationships - including managing upwards. Manage workload, handle stress, ensure work/life balance.
- Refocus your career.



*...propel you from  
'good enough' to  
achieving  
excellence...*





# Stepping up, Rising to your Personal Challenge

**YOUR CAREER AND PERSONAL COACHING PROGRAM IS CUSTOMISED TO SUPPORT YOU AND IS IDEAL IF:**

- You are pro-active and do not wait for things to change.
- You embrace change.
- You are keen to build your personal brand and capability, and have a positive impact on other's lives.
- As a Leader, you have a keen technical sense and want to obtain the skills on how to better understand the impact you can make on the business and people.
- You are willing to operate outside your comfort zone and are keen to learn the necessary skills.
- You have the commitment to do the work, but need a plan, some support, and accountability.
- You want to identify the gaps in your development and understand how best to close those gaps.



# THE PROGRAM

- 6-month program.
- Coaching brief to set ground rules and expectations.
- Personality and EQ diagnostics.
- Initial 60-minute assessment feedback and strategic immersion session.
- A further 6 X sessions to assist in the development process.
- Additional support such as reading material, action plans, and next steps.
- Specific steps to develop your leadership skills, and that of your team.
- Access to ROIDEA LXP, with tailored e-learning.

*Landing a job as a senior executive today is no longer all about industry expertise, financial savvy and superior administrative skills. Companies are now looking for leaders with strong social skills. Business operations are becoming more complex and tech-centred; workforce diversity is growing; and firms face greater public scrutiny than ever before. This calls for leaders who are adept communicators, relationship builders, and people-orientated problem solvers.*

*(The C-Suite Skills That Matter Most, HBR July-Aug 2022, R. Sadun, J. Fuller, S. Hansen and P.J. Neal)*

**"If you don't know, and you know that, you are closer to the answer than most."**



# About Anton

Anton van der Walt is a globally recognised Keynote Speaker, HR and leadership expert, and CEO of ROIDEA, a company dedicated to helping organisations build a stronger and more cohesive culture and inspiring teams to reach their full potential. With over 20 years of corporate experience across different continents, Anton's expertise lies in empowering leaders, understanding how people work together and reigniting people's innate drive to lead and inspire others.

Anton's captivating keynote speeches utilise world-class imagery to reconnect individuals with their purpose and ignite their ability to excel and lead. Drawing from his personal experiences and insights gained from collaborating with highly successful individuals, Anton offers real solutions to help businesses remain viable and keep teams engaged, inspired and motivated in this unprecedented time of growth and adaption.

Having reached the pinnacle of his corporate career, Anton embarked on a transformative journey, delving deeper into the complexities of human interactions and leadership. Through extensive interviews with global executives, he obtained valuable wisdom and insights that shaped his ground-breaking books on leadership, *Leadership Through My Lens* and *The Transformational Leader*.

Anton's expertise extends beyond speaking engagements. As the co-founder and CEO of ROIDEA, Anton recognised the need for a platform that fosters collaboration and cultivates a sense of community within organisations. ROIDEA's multi-dimensional platform for learning, collaboration, and innovation brings together the core values of community, growth, and collaboration at all levels of business. The user-friendly interface enables organisations to leverage self-driven digital learning experiences supported by powerful analytics, resulting in a healthier and more productive work culture. Through customised learning journeys that combine generic, core, and individualised content, businesses can track user engagement and gain real-time insights.

Anton's dedication to helping organisations thrive is rooted in his belief that people are the driving force behind businesses success; and is what inspired the creation of ROIDEA. By embracing ROIDEA's 10% differentiator approach, which connects core values and empowers individuals to feel more connected to their work and colleagues, organisations can unlock their untapped potential and achieve greater success in the market.

[\*\*VISIT ANTON'S WEBSITE TO FIND OUT MORE\*\*](#)









# Anton van der Walt

## LEADERSHIP EXPERT

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I believe that  
**people make  
businesses  
succeed.** Simple  
as that.



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