



RESERVOIR

Deep Resources for Leadership

**We live in disruptive times.
How will you steer your organization?**

For Further Information, please contact:

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What is Reservoir ?

We work with CEO and C-Suite leaders as trusted advisors, guides and facilitators for teams who want to outperform expectations.

We provide executive coaching at the CEO level, providing a safe sounding board to explore ideas and innovations, consulting on strategic, governance and cultural issues, and providing human performance coaching for top performance. We coach for deeper, more rewarding lives.

We facilitate strategic and innovation development, helping organizations generate their own, highly resonant vision of the future in which they can play a powerful role.

Building leadership teams of high-functioning, highly collaborative men and women drives organizational maturity. We facilitate leadership laboratories that get to the core of issues within the team, bringing clarity to right action, healing broken dynamics and accelerating strategic implementation. And we provide on-going leadership and personal counseling to all team members.

Why Reservoir ?

Reservoir's five principal partners bring an unprecedented depth and diversity of experience and expertise, offering an infusion of collective wisdom that guides you in extracting your own powerful vision of the future. Working with Reservoir is like having a personal management faculty at your disposal.

Each member of the team has been at this work for more than 30 years, advising some of the world's most respected companies.

- One is a former CEO of a global organization.
- One has a deep background in public relations and crisis management.
- One is an expert on management psychology.
- One is an authority on data- and evidence-based management.
- One is a master of leadership coaching and personal performance.

Times of transition and change bring problems that call for advice that's not technical or financial, but deeply human, rooted in your own cultural ground and connected to the times in which you live and work.

The Process

Our Proposal:

As discussed with you on Saturday June 9th, the Reservoir team suggests we offer you a complimentary Day of Discovery. We would need to coordinate a date for this. The format of this day of activities would be as follows:

Day of Discovery

- 8:30 to 11:00 - Work session with Greg Parker to outline goals, objectives, challenges, and opportunities
- 11:30 to 1:30 - Tour of Parker's Markets to include a walkthrough of space, conversations with employees, as appropriate and directed, sampling of food items, general understanding of products, mix, and presentation.
- 2:00 to 4:00 - One-on-one interviews with C-Suite team to include those in current positions and the three individuals who will be moving into vacancies as senior members retire.
- 4:30 to 5:30 – Second meeting with Greg Parker to field additional questions and observations.

We believe you envision a clear map that will enable you to move out of the CEO role to that of Chairman. As you are not going away, but you the will to step back and let the new President truly lead. This needs to be “proven” through the initial coaching with you to articulate the role of Chair from the President/CEO.

Our team is offering this Day of Discovery with no obligation, however, should the chemistry and conversation meet your and our expectations, we would request you reimburse our expenses for this activity.

360 Evaluations

With your approval we would move forward to the second phase of our program. You believe four people have the potential to ascend to the CEO/President role. Assuming this belief is tested during the initial briefing with you and this belief holds, then we will orchestrate a 360-assessment process for each of those we have already identified. This should first include a validated 360 instrument that leans more heavily on “leadership” over “management.” At this time, we should recommend the Leadership Practices Inventory (LPI). You speak in leadership language and expect your successor to show “inspirational leadership” and have a “strategic focus,” areas that the LPI covers. The LPI is strongly correlated to team and organizational performance.

Mark Lipton would perform 360 evaluations with support from the team.

There are two options for the 360. We could provide only an online assessment to each of the four and include –on average– 8 “Observers.” The candidate is referred to as “Self.” It must utilize a validated 360 instrument that leans more heavily on “leadership” over “management.” This would be relatively very low cost.

Considering what’s at stake for you in choosing your successor, we should provide an option for, and strongly recommend that, each of the four candidates be interviewed by us. In addition, we would also interview each candidate’s Observers. Interview Protocol can be adjusted with your input.

This phase is to support your further discovery of and commitment to, actions that will represent the future within the company and in the broader sphere outside its boundaries. Parallel to this discovery and commitment coaching we would be conducting assessment of the President candidates. Greg’s role and his replacement have to be what’s on everyone’s mind – whether they are acknowledged candidates or not.

At this moment, we would recommend the LPI. It presents scores on 26 scales in 6 broad areas: Dealing with Others, Self- Management, Motivations and Thinking Style, Personal Characteristics, and Work- Related Measures.

Ongoing Coaching

- Weekly one-on-one coaching with Greg Parker using Zoom and in-person coaching sessions at the time of the retreat.
- One-on-one weekly Zoom calls with the 8 executive team participants.
- After so many years of experience we estimate that the exercises outlined here will produce new directions and creative program development.
- Clear alignment of executive team, matching skills in the most appropriate manner
- Recommendations for new organization chart
- Action plan for branding and positioning
- Vision and growth strategy

We estimate that following the Day of Discovery, the engagement would cover a 4-month period, with an opportunity to renew one-on-one coaching and marketing activities as needed and/or establish an annual retreat for reevaluation and next steps.

Who is Reservoir?

Amanda Brown-Olmstead

Amanda Brown-Olmstead, who received the Ball State University's National Public Relations Professional Achievement Award for the year 2002, is one of the PR industry's Fellows, a distinction held by approximately 300 practitioners worldwide, and is also fully accredited.

Throughout her career she has coached CEOs, "C Suite" teams and spokespersons for hundreds of organizations. Setting strategy, branding, and creative program development have all been hallmarks of her success. A trusted advisor to the leaders her firm represents, she maintains relationships over four decades of service.

A LINK Participant for more than ten years, she maintains strong relationships with leadership in Atlanta that allows the firm to "connect the dots" in so many ways on behalf of its clients.

She has been a member of PRSA for more than 40 years in leadership positions. She has served as Chairman of the Bronze Anvil Award, served on the Honors & Awards Committee for several years, including Silver Anvil judging, a member of the Accreditation Committee, the Ethics Committee, and the Diversity Task Force. She was on the Board of the Counselors Academy for eight years, serving as Chairman in 1999, the National Assembly Delegate at Large, Assembly Delegate and Board Member for the Georgia Chapter for several years, an Accreditation oral judge, as well as, a presenter at a variety of conferences.

Client programs under her direction have included the first three-way satellite news conference linking the mayors of Chicago, Washington, and Los Angeles; the 1986 Goodwill Games in Moscow; the development of marketing plans for the creation of the Ritz-Carlton hotel chain; and a major environmental program for Waste Management tied to the Democratic and Republican National Conventions; Ms. Brown-Olmstead's coordination of an officer recruitment project for the Atlanta Police Department won her a Silver Anvil, the highest honor given by PRSA, as did the launch of Step Aerobics, and the Goodwill Games. Her experience in a creating and executing events of all sizes include: The 64 award-winning client programs benefiting from her direction are companies and organizations such as Turner Broadcasting System, Arthur Young (Ernst & Young), White Lily, Citibank, Fernbank Museum of Natural History, Blue Circle America, and the National Black Arts Festival.



Amanda Brown-Olmstead has been a member of many boards to include: The Regional Business Coalition Board, Central Atlanta Progress (CAP), the Advisory Board of Shepherd Spinal Center, the Board of the Atlanta Regional Health Forum, the Board of Councilors for The Carter Center and the Women's Forum of Georgia. She currently serves as a lifetime trustee for the Alliance for Christian Media, Executive Committee of the Georgia Conservancy Board of Trustees, and as a board member for GeorgiaForward. She has been actively involved in the development of CAP's Downtown Improvement District and was chairman of the Public Relations/Communications Task Force for Central Atlanta Study II and the review committee for CAP she was on the planning committee for the National Conference for the Congress for New Urbanism held in Atlanta, May 2010. She was Vice President of the Board of the International Women's Forum and Chair of the Georgia Chapter. She has been responsible for launching many successful community programs to include The Salute to Women of Achievement, the for YWCA, the Young Careers membership division of the High Museum of Art and the Outstanding Atlantian award program. She is a former member of the Board of the Atlanta Botanical Garden, the Executive Committee of Robinson College of Business at Georgia State and chair of the Hall of Fame program, the Advisory Board to the Business School and the Board of Trustees of the University of Mississippi, Kenny Leon's True Colors Theater Company, and a past member of the Board of Visitors of Emory University.

In recent years, much of her focus has been on issues, management of public affairs, and economic development. Activities for the Georgia Ports Authority have included the concept and execution of The Atlanta/Savannah Harbor Business Forum and the media/VIP conference to release the ecosystem service study at the state capitol for the Georgia Forestry Foundation.

She has been designated one of the Ten Outstanding Atlantans, a member of Leadership Atlanta, been honored at Salute to Women of Achievement for YWCA, recognized as a "Woman of Achievement" by the International Women's Forum, and is listed in Outstanding Atlantans and various Who's Who publications. She received a Gold Medal at the New York Film & TV Festival. As a member of The Order of the Phoenix, she is in the PRSA Georgia Chapter Hall of Fame and has been awarded the George Goodwin Award for Public Service. Her degree in sociology and Psychology from the University of Mississippi provides the foundation for influencing human behavior in the programs designed in relating to each clients' public.

Dain Dunston

Dain Dunston is a trusted advisor and coach to leaders of some of America's best companies. He asks leadership audiences to consider this fundamental question: What if we look at our organizations as social institutions responsible for the well-being of all involved? How would that change how business is done? Who's doing business like that now? And what happens if we don't make that foundational change in the way we look at our world? Dain helps some of the world's smartest organizations build great cultures of leadership and innovation. Dain has worked with leaders in many of the world's high-tech, health care, automotive, scientific and academic organizations, helping them link purpose to performance.



Before he was advising companies, Dain participated as an Ashram instructor in London. Through years of participating in an Ashram, he taught meditation and yoga. He also owned two natural food restaurants. After life at the Ashram, Dain went on to become a writer contributing to a number of magazines including Automobile.

His ascension to CEO Advising stemmed from an article he wrote in 1987 about General Motors. This article compelled General Motors (GM) to bring Dain in and assess the strengths and weaknesses of GM as a company and social entity. From there, Dain has been a highly sought-after advisor and leader to a number of Fortune 500 companies.

Dain is an award-winning author, speaker and emcee who has spoken at SXSW, The Ocean Exchange Conference, The Professional Speechwriters Association World Conference, The CEO Communications Summit and numerous corporate events.

He attended the University of California, Santa Cruz. He and his wife live in Austin, Tx.

Mark Lipton

Mark Lipton is graduate professor of management at The New School, in New York City. For over forty years, he has been a trusted adviser to Fortune 500 corporations, think tanks, philanthropies, not-for-profits, and start-ups.

He has led eminence and content strategy for Deloitte's CEO Program since 2015. His diverse entrepreneurial client base includes founders of transformative start-ups in technology, manufacturing, media, education, health care, finance, and marketing. His coaching skills and leadership development programs are engaged by C-level executives across all sectors of the economy, and his development of corporate and nonprofit boards allows them to govern more effectively.



A sample of the diversity of private clients to whom he has provided consulting support include Google, JetBlue, Deloitte (most client-facing divisions), Ernst & Young Consulting, The D.E. Shaw Group, Citibank, Landor Associates, AIG, The City of New York (over twenty-five mayoral agencies during the past thirty years), Specialty Food Association, The Ford Foundation, UNICEF, CARE, U.S. Centers for Disease Control, Cotton, Inc., American Thoracic Society, American Heart Association, Statkraft Group (Norway).

Much of his work to infuse progressive leadership practices into the NGO and not-for-profit world has been made possible by significant grants from the Ford, Rockefeller, Mott, and Charles H. Revson Foundations, among others.

His work as a consultant and professor has inspired his writing for such publications as Harvard Business Review, MIT Sloan Management Review, and Journal of Management Consulting, as well as his previous book, *Guiding Growth: How Vision Keeps Companies on Course* (Harvard Business School Press, 2003).

Mark's most recent book, *Mean Men: The perversion of America's self-made man*, was released in September 2017. He recently won the Axiom Award for Best Business Commentary Book for 2018.

He holds a PhD from the School of Management at the University of Massachusetts in Amherst and was an Erik Erikson Visiting Scholar-in-Residence in 2009 at the Austen Riggs Center. He lives in New York City and the Berkshires of western Massachusetts. Mark serves on a number of non-profit boards.

Eric J. McNulty

Eric J. McNulty holds an appointment as Associate Director and Program Faculty at the National Preparedness Leadership Initiative (NPLI), a joint program of the Harvard T.H. Chan School of Public Health and the Center for Public Leadership at Harvard's Kennedy School of Government and as an Instructor at the Harvard T.H. Chan School of Public Health. He is also Associate Director of the Program for Health Care Negotiation and Conflict Resolution at the Harvard Chan School. His work centers on leadership in high-stakes, high-stress situations. He teaches in multiple executive education programs at Harvard and MIT and graduate-level courses on leadership, negotiation, and conflict resolution at Harvard. He is currently working on a book based on meta-leadership, the core leadership framework of the NPLI curriculum.



McNulty is the principal author of the NPLI's case studies on leadership decision making in the Boston Marathon bombing response, innovation in the response Hurricane Sandy and the professional/political interface in the Deepwater Horizon response drawing upon his firsthand research as well as extensive interviews with leaders involved in the responses.

He is the co-author, along with Dr. Leonard Marcus and Dr. Barry Dorn, of the second edition of *Renegotiating Health Care: Resolving Conflict to Build Collaboration* (Jossey-Bass, 2011). He is co-author of a chapter on meta-leadership in the McGraw-Hill *Homeland Security Handbook* (2012) and the e-books *Your Critical First 10 Days as a Leader* (O'Reilly/Safari, 2015) and *Three Critical Shifts for the Evolving Leader* (O'Reilly, 2016).

McNulty is a widely published business author, speaker, and researcher. He writes a regular online column for *Strategy + Business* and contributes to O'Reilly Media. He has written multiple articles for the *Harvard Business Review* (HBR) as well as articles for *Harvard Management Update*, *Strategy and Innovation*, *Marketwatch*, *Sloan Management Review*, and *Worthwhile* magazine among others. His HBR cases have been anthologized and have been used in business education curricula in the United States and as far away as France and the Philippines.

Eric has spoken at conferences and other events, developed content, led trainings and workshops, and facilitated meetings for organizations such as Accenture, the Arthur Page Society, BeDo, Boston University Questrom School of Business, Clean Gulf, Coca-Cola, Columbia Business School, the Conference Board, the Executive Council of New York, Harvard Business Publishing, HMG Strategy, Humana, IBM, International Institute for Analytics, Nuance, Oil Spill Response Group, O'Reilly Media, Premier Farnell, SAS, the Society for Human Resource Management (SHRM), the Transportation Security Administration, United States Secret Service,

University of California/San Diego Health, University of Virginia Darden School of Business, UPS, Virtuoso, and other major organizations subject to confidentiality restrictions.

Previously, McNulty held management and communications roles in the private sector. McNulty holds a Bachelor of Arts degree in Economics (with honors) from the University of Massachusetts at Amherst and a Master of Arts degree in Leadership from Lesley University.

McNulty is an active supporter of holistic approaches to conservation through his Elephant Wisdom Project. He is a former board member of The Family Center (now The Parenting Journey) in Somerville, MA and former member of the Executive Council at Boston PBS affiliate WGBH.

Peter Olson

Peter Olson is an executive with 20 years of global CEO experience building and restructuring businesses.

During his career in law, banking, publishing, and education technology he was CEO for twenty years, including ten years as CEO of Random House, the world's leading trade book publisher. Olson was also CEO of Bertelsmann Book Group of North America for 4 years and Co-founded and built Fullbridge into a worldwide innovator in work readiness having reorganized cost structure for successor management.



Before Peter was a CEO, he served as Vice President, President and Chief Financial Officer for several organizations. Serving as Vice President at Dresdner Bank, Olson was the team leader in a cost consolidation project at six major data centers resulting in annual cost savings of \$50 million. Olson was a Senior Vice President of Doubleday Book and Music Clubs where he led reorganization resulting in annual cost savings of over \$10 million. As President of Bertelsmann, Inc, he initiated and implemented real estate, tax and benefit cost reductions of over \$25 million annually. The position As Chief Financial Officer of Bantam Doubleday Dell he initiated cost reductions of \$20 million annually.

Following his career as CEO Peter became a CEO Coach and Advisor. He works with McKinsey as a Senior Advisor to CEOs and coaches his own highly talented clients. His focus in coaching is to design approaches specific to each client, emphasizing strategic and tactical changes that can make clients more effective in their careers and happier in their personal lives.

In 2001-2002 he was a Visiting Lecturer at the University of Vienna, and during 20008-2013 he was a professor at Harvard Business School. Peter is married to Candice Carpenter Olson and has seven children. He is a mountain biker and enjoys reading in English, German, and Russian.

Peter studied at Harvard College (B.A.), Harvard Business School (M.B.A.), and Harvard Law School (J.D.).