

# Boost Manifesto

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**The 5 principles below are our core beliefs about a modern and effective approach to developing leaders. They are at the foundation of why we exist and why we created Boost, to improve decision making and performance. We'd love to hear your thoughts and perspective on these principles.**

## **THE FUTURE OF WORK IS NOW**

Automation, robots and algorithms are already at work in many industries, freeing up time so teams can perform more value-added tasks. But are we ready for it? Demand for critical thinkers, decision makers, gifted creatives and effective leaders has never been greater. And since we can't find all that talent outside, we'll have to develop it inside.

## **EVERYONE CAN BE A LEADER**

Up until now, large organizations have invested heavily in turning high potentials into senior executives. As they face disruption from nimbler competitors, they also want teams making better decisions, with more autonomy and accountability. It's time to invest in the "talented many" as well as the "exceptional few".

## **SELF-DEVELOPMENT CANNOT BE MANDATED**

Most change programs fail because they neglect to embed new skills and behaviors in real work. Progressive organizations embrace an open, self-directed model in which individuals take ownership of their own development and commit to new practices. Meaningful change shows up in behaviors on the job.

## **LEADERS ARE MADE THROUGH ACCELERATED EXPERIENCE**

Leadership happens when individuals feel prepared, confident and motivated. But this takes time we no longer have. So, the best way to grow leaders is through accelerated and impactful experience: trial, error, consequences, instant feedback and continuous practice. Better decisions, stronger performance.

## **WHAT GETS MEASURED, GETS IMPROVED**

Benchmarking our progress and performance against our peers can be the most powerful motivator to improvement of all. What if we evaluated the impact of learning into individual performance and team effectiveness? Let's use data-based insights to improve self-development.

## About Boost

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In the current business context for large organizations, where automation and tech disruption are creating massive demand for higher cognitive skills, and companies are adopting new ways of working, the need for effective leadership development programs is higher than ever.

Yet, most change programs fall short of objectives, failing to reach a critical mass of supporters, not addressing mindset as well as skillset, and struggling to develop leadership capabilities at all levels of the organization.

Boost has been created to enable Leadership development at scale, that is, allow leaders, managers and their teams to hone their decision-making skills through realistic scenarios and interactive challenges.

- Boost taps into the latest insights in neuroscience and best practices in gamification of learning, to deliver an effective and impactful learning experience, with a particular attention to focus, recall and self-reflection.
- Boost programs are based on best practices and vetted by world leaders in Management Consulting and Coaching and aim at one thing: improving on-the-job behaviors across the whole organization.
- Boost works best when it fits into a transformation or change program context, supports the business goals of the participants, and is used as a solution to embed and sustain new behaviors on the job across large cohorts.
- Boost rates higher than other learning platforms in the market in terms of user adoption, program completion and user feedback. It's effective at raising awareness, raising confidence and driving a change in behaviors. And it also allows to measure proficiency gains and help correlate learning impact with performance metrics.

Boost has been successfully deployed across large cohorts in different industries and functions. Learn more about the Boost experience and case studies at [www.playboostnow.com](http://www.playboostnow.com).