



TRI-SHIFT

LEADERSHIP

GROW
IGNITED

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Our WHY!

● Why Grow Ignited?

We believe that organizations are closer than they realize to reaching the next level of their business. Grow Ignited exists to help leaders eliminate emotional barriers, cultivate a thriving culture, and take ownership of metrics that matter. Our tool set is proven to ignite growth.

The Challenge

● Current Leadership Struggles

- People don't feel empowered at work
- People feel there is no opportunity for advancement or higher pay
- Team members and leaders feel disrespected at work
- Multigenerational communication issues
- Generational apathy amongst team members
- Lack of employee proactivity
- Lack of employee accountability

Our Solution

● TRI-SHIFT Leadership Development

To tackle leadership challenges, we combine our TRI-SHIFT leadership principles with employee surveys and personality assessments. The assessments reveal biases and gaps in self-awareness. TRI-SHIFT Leadership is where leaders are trained specifically in these areas in order to create a respectful, empowering environment. Integrating these insights fosters genuine growth and accountability, enhancing team resilience, bridging generational gaps, and inspiring a culture of advancement and respect. Partnering with us to transform your leadership approach leads to measurable results.

The ROI

We believe in case studies

Company A - YTD 2024 ROI Overview

Total Net Return: \$657,399.60

Total Investment: \$75,725.04

ROI: 768.08%

Per-Head Engagement Cost: \$1,575.52 per participant

- **Participants:** 55 total (8 Executives, 4 Administration staff, 2 Operations Managers, 21 Project Managers, 20 Additional Team Members).

Turnover Reduction & Cost Savings

28% Reduction in Turnover: Average terms decreased from 204.25 (Jan to Aug 2018-2023) to 147 in 2024

Significant Cost Savings: Total savings from reduced turnover amounted to \$820,419.60, even with increased turnover in select positions.

The ROI

We believe in case studies

Employee Engagement & Effectiveness

Improved Team Happiness: With a per-head investment of \$1,575.52, the Grow Ignited program enhanced employee satisfaction across multiple roles. 85% of participants reported greater engagement and improved morale.

Better Communication & Collaboration: Leadership training led to clearer communication between departments, resulting in better coordination, reduced disruptions, and increased overall team effectiveness.

Productivity Gains: Despite a leaner workforce, individual productivity increased by 15%, further demonstrating the effectiveness of the strategic initiatives implemented through the program.

Workforce Stability: The program helped maintain workforce stability during a challenging year with reduced operational activity.

The ROI

We believe in case studies

Key Qualitative Results

Higher Employee Satisfaction: Surveys revealed improved employee happiness, stronger team cohesion, and enhanced leadership support.

Enhanced Operational Efficiency: As a direct result of better communication and leadership, cross-department collaboration improved, contributing to smoother daily operations and lower turnover rates.

Conclusion

With an impressive ROI of 768.08%, a per-head engagement cost of \$1,575.52, and substantial improvements in employee engagement, productivity, and communication, the Grow Ignited program has proven its value across multiple verticals. The partnership not only yielded significant financial returns but also created a more satisfied and effective workforce, positioning organizations for long-term success.

The Process

Designed to fit your needs and schedule

Personality Assessment: Each participant will complete a comprehensive 3 part “Advanced Insights Personality Assessment,” providing an in-depth understanding of their personal and professional makeup. (Already use an assessment at your organization? Don’t worry we can incorporate your system into the TRI-SHIFT Model).

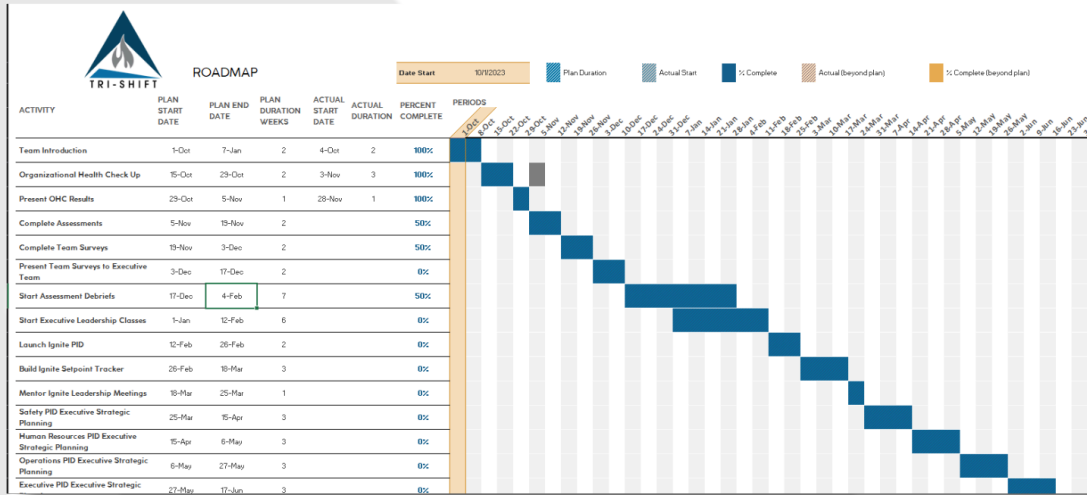
Employee Satisfaction Survey: Grow Ignited will create a custom employee satisfaction link for each participant. Often times we will work with clients to customize these surveys to meet specific organizational needs. We believe that there is more to self awareness than just doing an assessment. Combining a satisfaction survey to an assessment produces clear and actionable results.

Pick Your Champion: Grow Ignited will work routinely with your champion to ensure that the project stays on track and you see a great result.

The Process

Designed to fit your needs and schedule

Build a Schedule: At Grow Ignited, our goal is to make it simple for your organization and team. We use custom built project management charts and checklists to communicate where each individual is in the process and help everyone on the team stay on track.



GROW IGNITED			Your Team Progress Report		Task/Activity														Progress
First	Last	Email	Team	Assessment Complete	Survey Complete	QHC	Start Calendar	Start Reminders Scheduled	Disc. Debrief	Values Debrief	Start Calendar	Start Reminders Scheduled	1:1s Scheduled	Debrief	Survey	Observation	Progress		
Michael	Andersik	mrandersik@timberline-drilling.com	Administration	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Michael	Thompson	mthompson@timberline-drilling.com	Administration	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Eric	McMahon	tmcmahon@timberline-drilling.com	Administration	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Tina	Coal	tcoal@timberline-drilling.com	Administration	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Clay	Larson	clarson@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Adam	Reynolds	areynolds@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Kurt	Scott	kscott@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
April	Trumble	atrumble@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Michelle	Torrey	mtorrey@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Willie	Brink	wbrink@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Shane	Shannon	sshannon@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Sal	Wheeler	swheeler@timberline-drilling.com	Executive	X	X	X	X	X	X	X	X	X	X	X	X	X	X	██████████	
Camacho	Carillo	ccarillo777@yahoo.com	Foreman/Shift boss	X	X	X												██████████	
Christopher	McNeil	cmcneil@yahoo.com	Foreman/Shift boss	X	X	X												██████████	
Drake	Cooley	cooley1378@icloud.com	Foreman/Shift boss	X	X	X												██████████	
Gerardo	Osado	gerardoosado@gmail.com	Foreman/Shift boss	X	X	X												██████████	
Gerardo	Osado	gerardoosado@gmail.com	Foreman/Shift boss	X														██████████	
Henk	Wells	henkwells20@gmail.com	Foreman/Shift boss	X														██████████	
Henk	Wells	henkwells20@gmail.com	Foreman/Shift boss	X														██████████	
Henry	Wells	henkwells20@gmail.com	Foreman/Shift boss	X														██████████	
Henry	Wells	henkwells20@gmail.com	Foreman/Shift boss	X	X	X												██████████	

The Process

Designed to fit your needs and schedule

Engage With Your Team: We take a unique approach to leadership development. While traditional coaching focuses on identifying personality traits and comfort zones, we believe authenticity and self-awareness are the true foundations of leadership.

Our goal is to help your team understand their motivations, leadership styles, and how to effectively approach their colleagues. We also help individuals uncover biases, insecurities, and blind spots that can impact communication.

To achieve this, we prefer to set up two personal interactions—via phone or Zoom—designed to teach these skills and unlock leadership emotional intelligence. These tools are essential for fostering meaningful connections and driving success.

The Process

Designed to fit your needs and schedule

TRI-SHIFT Leadership Program: 3-Part Class

Class 1: TRI-SHIFT Theory Introduces our 3 Mindsets

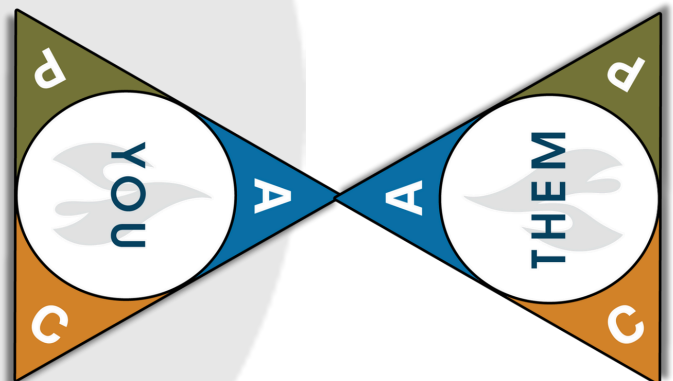
- Advisor: Focuses on logic, goals, and problem-solving.
- Parent: Combines Nurturing (supportive, empathetic) and Critical (structured, accountable) approaches.
- Child: Balances Free Child (creative) with Adaptive Child (reactive).

Functional Mindset Attributes

	Critical Parent	Nurturing Parent	Advisor	Free Child	Adapted Child
Words	Should, Must, Don't, Good, Bad	Don't worry, Let me help you, There	How, When, Where, I Understand	I Wish, Wow, Love, Hate	Please, Sorry, I Can't, Try
Tones	Harsh, Abrupt, Authoritarian	Soothing, Consoling, Loving	Calm, Clear, Even	Joyful, Nostalgic, Energetic	Complaining, Surely, Monotone
Gestures/Mannerisms	Finger pointing, Arms Crossed	Pat on Arm, Nodding Encouragingly	Level Eye Contact, Absence of Fidgeting	Exaggerated Movements, Uninhibited	Head Tilted to One Side, Fidgeting, Slouching
Facial Expressions	Rolling Eyes, Furrowed brow, Scowling	Smiling, Proud Eyes	Open, Thoughtful	Bright-Eyes, Smiling Freely	Pouting, Down Cast, Not Engaged

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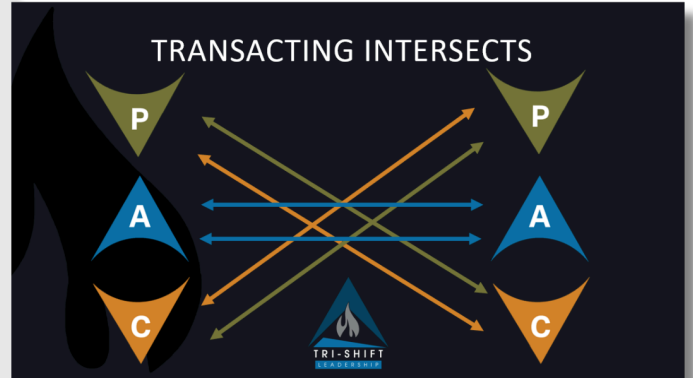
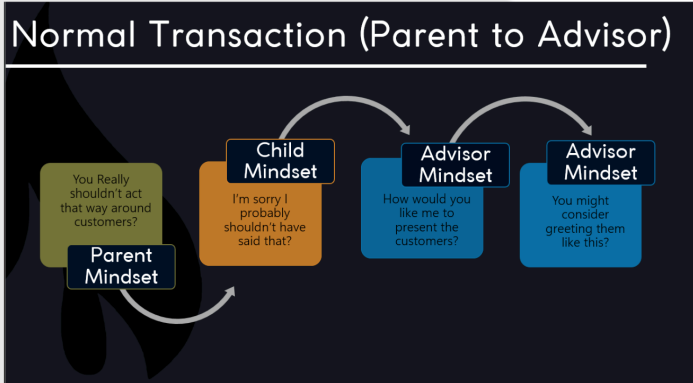


The Process

Designed to fit your needs and schedule

Class 2: TRI-SHIFT Application

- Leaders learn to apply these roles in real-world situations.
- Shifting between Advisor, Parent, and Child improves team management, communication, and conflict resolution.



Multi-Generational Communication

Communication and our motivations stem from our values.

In order to use the values to motivate, you need to first understand the "language" of the value.

Using that language in everyday conversation is key to motivating through generations.

Aes – Peace
Eco – ROI
Ind – Different
Pol – Win
Alt – Help
Reg – System
The – Learn

Executive Summary of your Values

Value	Score
Aes	10
Eco	20
Ind	15
Pol	18
Alt	12
Reg	10
The	15

The Process

Designed to fit your needs and schedule

Class 3: TRI-SHIFT Mindset

- Focuses on personal mindset and self-management
- Leaders develop the awareness to use the right role at the right time and manage their own behaviors to meet both personal and professional goals effectively.

Schedule Additional Classes: Grow Ignited leadership programs are crafted to help you tap into your team's full potential, This ensures your organization is ready for the next step, because when leadership grows, the entire organization thrives.

- **Leading With Values**
- **Mission and Vision**
- **Time Management**
- **Strategic Planning**
- **Customer Service**
- **TRI-SHIFT Sales**
- **Team Branding**
- **Team Vocabulary**
- **A New Way of Hiring**
- **Accountability**
- **IGNITE Cashflow**
- **IGNITE P.I.D.**

Our Founder



Andy Shepherd CIC Founder/CEO

Andy is a seasoned professional dedicated to helping leaders of medium to large-sized businesses think differently, implement effective processes, and take decisive action to achieve their goals. With extensive experience managing multi-million dollar projects, Andy understands the challenges businesses face as they scale and grow.

He is passionate about guiding leaders in building systems for forecasting, strategy, and aligning the right people with the right roles for success.

Outside of work, Andy is a devoted family man, married with four children, and active in youth ministries at his church. He enjoys spending time outdoors with his family, fishing, hunting, and snowboarding.

Our Gameplan


● **Timeline**

- Participants will complete the Advanced Insights Assessment and team satisfaction survey (estimated time: 30 mins)
- Individual debrief (1hr phone or zoom per individual)
- TRI-SHIFT Part 1 Theory (1.5 - 2 hr classroom)
- TRI-SHIFT Part 2 Application and Communication (1.5 - 2 hr classroom)
- TRI-SHIFT Part 3 Mindset and Goals (1.5 - 2 hr classroom)
- Routine meetings with your champion representative (average 30 mins per week)

● **Pricing**

- The investment begins at \$675 per team member

● **Contact Us!**

 (208)-619-0482

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 www.growignited.com

Other Products

● Assessments

- Advanced Insights Assessment
- DISC PLUS
- New Hire Benchmarked Assessments (Over 100 Positions)
- Custom Made Assessments
- Organizational Health Assessments
- TRI-SHIFT Assessments (COMING SOON)

● Our Other Products

IGNITE P.I.D.

Replace emotion with accountability in your KPIs

IGNITE CASHFLOW

No more guessing—Start owning your finances

IGNITE MEETING

More productivity, better results, and unmatched impact—Ignite your team's success today

IGNITE REVIEWS

Objective, data-driven feedback without bias

VISION CASTER

Unlock your future with predictive, scalable budgeting

● Speaking Engagements

- Create a dynamic atmosphere at your next event.

