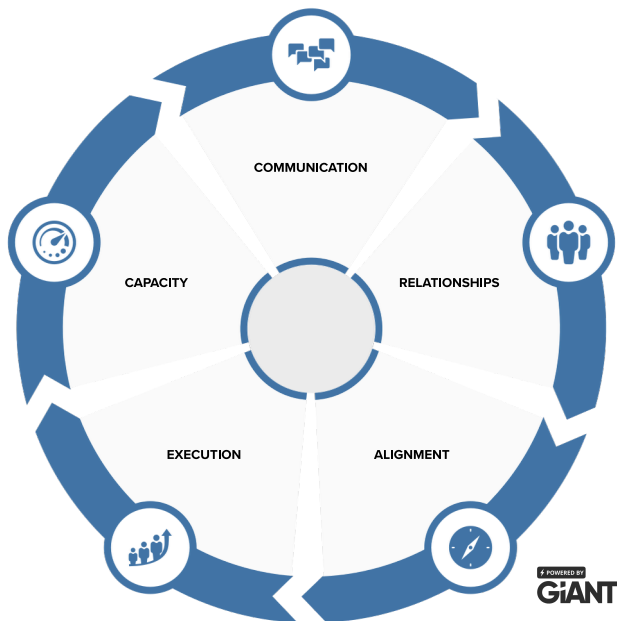


# The Leadership Flywheel

## Self/Team Assessment

All problems are rooted in one of five key leadership areas.

**Instructions:** Diagnose each area to understand your strengths and weaknesses, as well as identify your areas for improvement. Failure in any of these undermines both performance and resilience.



Name

Date

Organization

1

### Communication

Select any issues affecting your work and then rate Communication 1-100% in the gray box.

- |   |  |
|---|--|
| <input type="checkbox"/> Drama                | <input type="checkbox"/> Inefficiency      |
| <input type="checkbox"/> Unnecessary conflict | <input type="checkbox"/> Dropping the ball |
| <input type="checkbox"/> Other:               |  |

2

### Relationships

Select any issues affecting your work and then rate Relationship 1-100% in the gray box.

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Gossip   | <input type="checkbox"/> Turfwars           |
| <input type="checkbox"/> Mistrust | <input type="checkbox"/> Toxic environments |
| <input type="checkbox"/> Other:   |   |

3

### Alignment

Select any issues affecting your work and then rate Alignment 1-100% in the gray box.

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Wasted effort  | <input type="checkbox"/> Lost time |
| <input type="checkbox"/> Duplicate work | <input type="checkbox"/> Division  |
| <input type="checkbox"/> Other:         |                                    |

4

### Execution

Select any issues affecting your work and then rate Execution 1-100% in the gray box.

- |   |  |
|---|--|
| <input type="checkbox"/> Unmet goals      | <input type="checkbox"/> Blown budgets       |
| <input type="checkbox"/> Missed deadlines | <input type="checkbox"/> Damaged credibility |
| <input type="checkbox"/> Other:           |  |

5

### Capacity

Select any issues affecting your work and then rate Capacity 1-100% in the gray box.

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Burnout  | <input type="checkbox"/> Missed opportunities |
| <input type="checkbox"/> Turnover | <input type="checkbox"/> Stagnation           |
| <input type="checkbox"/> Other:   |   |

# Problem - Solution

## Reference Table

Problem	Solutions
<b>Communication</b> <ul style="list-style-type: none"> <li>• Misunderstandings and assumptions</li> <li>• People feel unheard or talked over</li> <li>• Avoidance of hard conversations</li> <li>• Emotional reactivity under stress</li> <li>• Feedback creates defensiveness</li> </ul>	5 Voices Systems Training The Communication Code Workshop Managing Difficult Conversations Workshop Wells and Waterfalls Workshop Toolkit Sessions - Active Listening Audit, Know Yourself to Lead Yourself, Go to the Source & Rules of Engagement
<b>Relationships</b> <ul style="list-style-type: none"> <li>• Gossip, drama, and unresolved conflict</li> <li>• Lack of trust and psychological safety</li> <li>• Personalities crash under pressure</li> <li>• Resentment builds over time</li> <li>• Conflict is either explosive or avoided</li> <li>• Lack of Self-Awareness in Leaders</li> </ul>	5 Voices System Altitude Training 100X Leader Series Toolkit Sessions - Know Yourself to Lead Yourself, Go to the Source & Rules of Engagement, Liberating the Leader Within
<b>Alignment</b> <ul style="list-style-type: none"> <li>• Confusion around expectations</li> <li>• Misaligned priorities and goals</li> <li>• Different definitions of "success"</li> <li>• Silos and competing agendas</li> <li>• Strategy doesn't translate to action</li> </ul>	5 Voices System 5 Gears Workshop Toolkit Sessions - Vision Frame, Developing Others
<b>Execution</b> <ul style="list-style-type: none"> <li>• Decisions don't turn into action</li> <li>• Meetings without outcomes</li> <li>• Slow or stalled progress</li> <li>• Accountability is unclear</li> <li>• Too much talk, not enough movement</li> </ul>	5 Gears Workshop 100X Leader Communicating Vision and Leading Change Toolkit Sessions - Developing Others,
<b>Capacity</b> <ul style="list-style-type: none"> <li>• Burnout and chronic overload</li> <li>• High performers carrying too much</li> <li>• No margin for growth or change</li> <li>• Constant urgency and firefighting</li> <li>• Leaders stuck "in the weeds"</li> </ul>	The Peace Index Workshop The Art of Emotional Agility Managing Stress Toolkit Sessions - 70:30 Rule,

## Pro-Subscription

*What's Included?*



### Assessments

- 5 Voices Assessment
- The Peace Index Assessment
- Team Performance Assessment
- Communication Code Assessment

---

### Courses

- Managing Stress
- How to Delegate Effectively
- Liberating Voices
- 5 Voices Rules of Engagement
- Team Exercises
- 5 Gears Masterclass
- Discover Your Leadership Voice
- Communication Code
- 5 Voices Weapon System
- Communicating Vision and Leading Change
- Taking Team Communication to the Next Level
- Managing Difficult Conversations
- Leveling Up your Emotional Intelligence
- The 5 Voices - 16 Interviews
- Discover Your True Personality
- Voice Order Collection
- The 100X Leader
- Welcome to the Table
- How to Become a More Self-Aware Leader
- Increasing Your Influence
- 16 Personality Types
- Personality Insights
- The Art of Emotional Agility
- Leading in a Hybrid Work Environment
- Everyone Transitions
- Where are You Now
- Leading for the First Time
- Leading People in the 21st Century
- Altitude Training
- 5 Gears Live
- Leading
- 5 Voices Personal Development Plan
- And much more



**Get Pro**

## Pro-Subscription

Plan Comparison & FAQ



### Compare plans

Get 2 months free when you pay annually

#### Free

**\$0** per user/month

#### Pro

**\$10** per user/month

#### Members

Users

✓ Unlimited

✓ Unlimited

Teams

✓ 1

✓ Unlimited

Tag & Segment Members

✓

✓ Included

Permission Management

✓

✓ Included

#### Assessments

Basic Assessments

✓ Included

✓ Included

Premium Assessments

✓ Add-on

✓ Included

#### Insights

Assessment Reporting

✓ Included

✓ Included

#### Training

Basic Courses

✓ Included

✓ Included

Premium Courses

✓ Add-on

✓ Included

Workshops

✓ Add-on

✓ Add-on

Coaching

✓ Add-on

✓ Add-on

Growth Plan

✓ Included

✓ Included

Assign Actions

✓

✓ Included

#### Support

Email Support

✓ Included

✓ Included

[Get Free](#)

[Get Pro](#)

## Frequently Asked Questions

### What is GiANT OS Pro?

GiANT OS Pro is an all-in-one subscription that gives you access to all of the GiANT leadership resources. This includes assessments, online courses, leadership tools, and more. You can use it as an individual, but its true power is revealed when using it with your team or entire organization.

### What does it cost?

The Pro plan is \$10.00 per month per user, or \$100 per year per user if paid annually.

### Who is GiANT OS Pro for?

Pro can be used by individuals, teams, and entire organizations.

# Altitude Training

Individuals

Teams



## Description

Altitude Training is a guided leader development program designed to give you practical tools that elevate your leadership in 30 minutes or less each week.

Consisting of 50 on-demand sessions, Altitude Training will teach you a new skill each week to help you address your biggest leadership challenges, find your sweet spot, and improve your performance. Each online session includes: Tool Video: Training you on a new leadership issue and a tool to solve it

- Exercise Video: Helping you improve your personal leadership and 100% healthy
- Challenge: Helping you take what you've learned to those you lead
- Takeaways: To capture your learning and key insights
- Quiz: To test your knowledge and keep you accountable for growth

## Outcomes

With Altitude Training, you will experience:

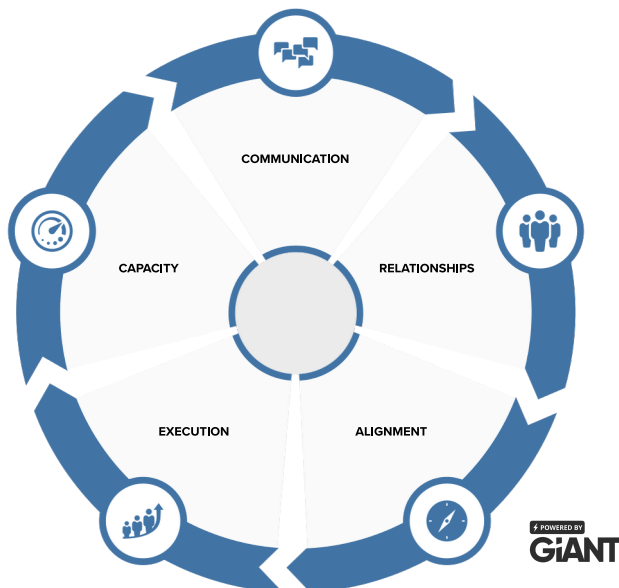
- Identify your strengths and leverage them
- Communicate effectively with your team
- Lead with confidence and clarity
- Discover Your Leadership Voice
- Learn proven Leadership tools
- Establish a leader development system that scales (anyone, anywhere, anytime)

## Add-ons



1:1 Coaching

Team Coaching



## Basecamp Orientation & Onboarding

You'll start with a quick orientation and what to expect in this guided, step-by-step coaching and development journey.



## Sessions 0-19: Become a Leader Worth Following

- The Peace Index
- Support & Challenge Matrix
- 5 Circles of Influence
- Know Yourself to Lead Yourself
- Inhibition vs. Prohibition
- CORE Process: How to Become More Self-Aware
- 5 Voices
- The Leadership Core
- 5 Gears



## Sessions 20-41 Build Leaders Worth Following

- How to Build Leaders Worth Following
- Calling Up, Not Out
- Cracking the Communication Code
- Maximizing Influence
- Developing Others
- The Responsive Leader
- Investing Time Intentionally
- Setting Clear Expectations
- Multiplying Magic
- Getting to Clarity with Your Team
- The Change Equation
- Overcoming Resistance
- Getting Others to the Next Level
- The 100X Leader Assessment



## Sessions 42-50: Lead a Culture Worth Belonging to

- Maximizing Performance
- Defeating Drama & Gossip
- Using Discretion and Discipline
- Communicating Clearly
- The Power of the Medium
- Effective Delegation
- Push & Pull Leadership Skills
- The Performance Diagnostic



## Wrap-up & Next Steps Call

Final meeting or call to capture key takeaways and establish next steps for continue growth going forward.



## Pricing

Offered at an investment of **\$310** per person per month.

Teams can participate in this opportunity together and get team coaching for an additional **\$1,000**, per month.

# Toolkit Sessions for Teams

Individuals

Teams

Organizations



## Description

Our toolkit is comprised of over 65 visual leadership tools that help with topics such as self-awareness, team dynamics, expectations, how to support and challenge, communication, and other vital skills needed to lead well. These sessions will equip you with the expertise needed to move to higher levels in your leadership.

## Outcomes

Each workshop is customized in scope, duration, and delivery method based on audience needs and desired outcomes. These workshops help with:

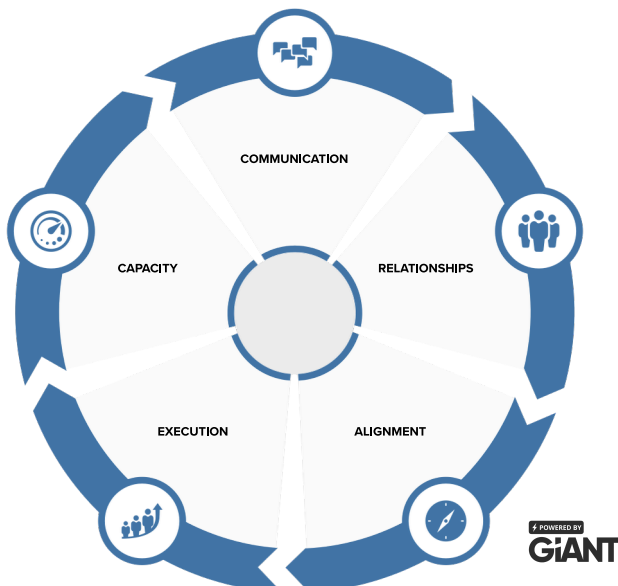
- Understanding foundational leadership principles and challenges
- Establish a common leadership language and a set of tools to address those challenges
- Learn a simple, scalable process for leader development and collaboration at any level
- An increased level of ability to communicate effectively with everyone you lead
- Become equipped to use common language to increase relationships in your organization
- Learn the appropriate time and situations to be both productive and present with those you lead
- Develop an increased awareness of the tendencies that undermine a leader's influence
- And more

## Add-ons



1:1 Coaching

Team Coaching



### Kickoff Call

To start, get everyone on a call to talk through what they can expect over the course of this program.

### Session #1: Liberating Leader

This session uses the Support/Challenge Matrix and 5 Circles tools to help you understand your leadership style and how to liberate yourself and those around you.

### Session #2: Know Yourself to Lead Yourself

This session uses the Know Yourself to Lead Yourself and Leader Mirror tools to help you understand what it's like to be on the other side of yourself and how to lead yourself to better outcomes.

### Session #3: Maximizing Influence

This session uses the Influence Model tool to help you learn how to build trust and maximize your influence with key relationships at work and at home.

### Session #4: Undermining Influence

This session uses the Self-Preservation and Responsive Leader tools to help you understand how you tend to undermine your own influence and what you can do to get out of your own way.

### Session #5: Clear Communication

This session uses the Provisional/Plan/Promise and Discretion/Discipline tools to help you communicate more clearly and effectively so you don't waste time and create unnecessary conflicts.

### Session #6: Establishing Healthy Rhythms

This session uses the 70:30, Peace Index, and Tempo Balance Focus tool to help you understand what brings you life, what drains you, and how to establish rhythms that help you win at work and at home.

### Session #7: Combatting Drama & Gossip

This session uses the Go to the Source and Power of the Medium tool to help you combat drama and gossip, and approach hard conversations in a healthy way.

### Session #8: Developing New People & Skills

This session uses the Go to the Source and Power of the Medium tool to help you combat drama and gossip, and approach hard conversations in a healthy way.

### Session #9: Core Leadership Skills

This session uses the Core and Know Others to Lead Others tool to help you spot the key leadership areas you or your team need to grow in order to reach your full potential.

### Session #10: Effective Delegation

This session uses the Effective Delegation, Liberator's Intent, and Liberating Others tool to help you learn how to delegate effectively and coach your people well so they can maximize their performance and potential.

### Session #11: Organizational Clarity & Performance

This session uses the Performance Diagnostic and Organizational Clarity tool to help you drive alignment with your team and get everyone on the same page so the organization can reach or maintain higher performance.

### Session #12: Prioritization & Execution

This session uses the X-Factor tool to help you prioritize the most important tasks for the team's success and focuses everyone to execute them effectively.

### Wrap-up & Next Steps Call

Final meeting or call to capture key takeaways and establish next steps for continue growth going forward.

# 5 Voices for Teams

Teams

Organizations



## Description

Everyone has a leadership voice, whether they know it or not. From the most quiet to the most gregarious, we all have the ability to lead others. The problem is that most people don't know their leadership voice or how to use it. Some don't know what it is, and many don't understand the impact of their Voice on team dynamics. Welcome to the 5 Voices for Teams.

The 5 Voices is designed to help every member of a team discover their leadership voice and be empowered to use it effectively to help the greater team reach the highest levels of performance. We believe teams and whole organizations can be transformed when everyone operates securely in their own voice and learns to value the voices of others.

## Outcomes

This series of workshops, personal and team exercises, and assessments will help your team experience:

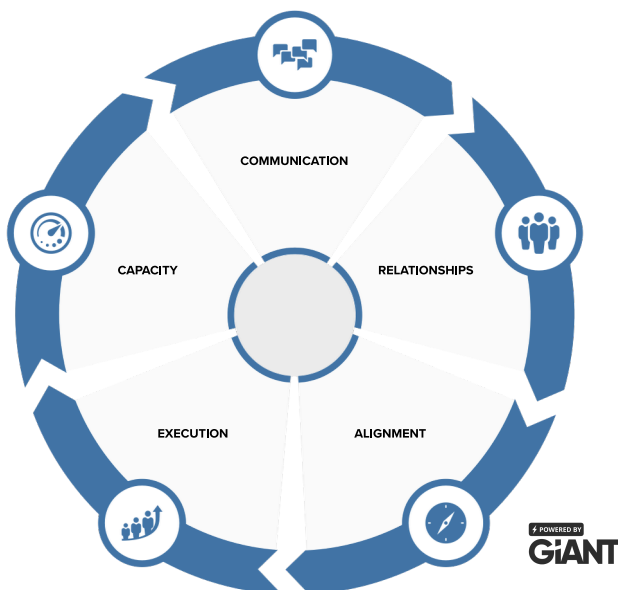
- Increased self-awareness and confidence as each person discovers their Leadership Voice
- Deeper relational trust
- True collaboration - every Voice is heard
- Honest conversations become the norm
- More robust decision-making
- Greater alignment and team performance

## Add-ons



1:1 Coaching

Team Coaching



## The 5 Voices Assessment

This program starts with having every individual take the 5 Voices Assessment. This assessment will help everyone identify their foundational leadership voice as well as their entire voice order.



## The Team Performance Assessment

Each team will take the Team Performance Assessment during the series. Once during workshop 2 and once during workshop 6.



## Discover Your Leadership Voice Workshop 1

Everyone speaks, but not everyone is heard. Learn the behaviors and values of each of the 5 Voices and identify the natural Voice you use in the team.



## The Power of Your Voice Workshop 2

We all have the potential to undermine ourselves and our team. The Power of Your Voice will help you celebrate the contribution your Voice brings, but also learn the negative impact your Voice can have on others.



## Relational Dynamics Workshop 3

Each member of each team will discover how to maximize their influence and what their barriers to trust may be. They will see their impact within the team dynamics.



## The Art of Collaboration Workshop 4

When every Voice is valued and heard, collaboration can help to build a strong team. The Art of Collaboration will show you how to get the best from each person in your team by learning to leverage and trust the strengths of their Voice.



## Optimizing Team Performance Workshop 5

Great leaders must optimizing Team Performance. Learn how to create team alignment and synergy by harnessing the contribution of all 5 Voices.



## Team Kryptonite Workshop 6

Every Voice and every team has its kryptonite. Apply practical tools to avoid the five main reasons why your team will not achieve its potential.



## Team and Individual Exercises

Between workshops, each individual will complete two sets of exercises located within GIANT OS and each team will complete one team exercise.



## Wrap-up & Next Steps Call

Final meeting or call to capture key takeaways and establish next steps for continue growth going forward.



# Workshops (Custom)

Individuals

Teams

Organizations



## Description

Custom Workshops are purpose-built learning experiences designed around your people, your challenges, and your desired outcomes.

Rather than offering one-size-fits-all content, each workshop is intentionally designed after understanding your context—communication breakdowns, cultural friction, leadership misalignment, or lack of clarity and execution.

Workshops can stand alone or be stacked into a broader development journey. Content is drawn from proven leadership, communication, and culture frameworks and delivered in a practical, interactive format that emphasizes self-awareness, shared language, and immediately usable tools.

## Outcomes

Each workshop is customized in scope, duration, and delivery method based on audience needs and desired outcomes. These workshops help with:

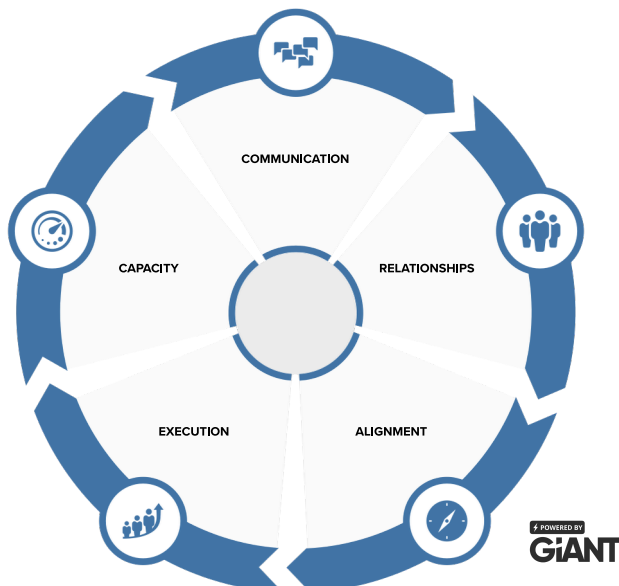
- Increased self-awareness and personal clarity
- Stronger trust and relational health
- Clear, honest and productive
- Honest conversations become the norm
- More robust decision-making
- Greater alignment and team performance
- And more

## Add-ons



1:1 Coaching

Team Coaching



## The Communication Code

This workshop will outline a leadership tool that will help you develop healthy communication with those you lead. Let people know you are for them by understanding the most effective way to connect with them. [Learn more >](#)



## The Peace Index

This workshop delves into understanding how Chaos affects you and provides you with practical exercises to help you solve your real-life issues around Purpose, People, Place, Personal Health, and Provision. [Learn more >](#)



## The Delegation Series

For leaders, learning how to delegate effectively can be one of the most difficult skills to master. Knowing how to share responsibilities and which teammate to trust with important and urgent tasks is something every leader must take on. These sessions will give you a framework for success. [Learn more >](#)



## The 5 Gears for Balanced Productivity

True impact is made when a leader knows which Gear is appropriate at the right time. It's a balance of productivity and a time for being present with those you lead. This course will help you know the difference and adjust for maximum influence. [Learn More >](#)



## The 100X Leader

Healthy leaders create 100X Cultures where you establish organizational clarity to help everyone maximize performance and alignment. You will learn key coaching behaviors that need to be cultivated and the most common culture issues to avoid. [Learn More >](#)



## Managing Difficult Conversations

Leaders will often encounter the need to liberate others through difficult conversations. This course gives a step-by-step approach to liberating others through difficult conversations. Learn from a seasoned coach how to manage and lead well through various topics. [Learn More >](#)



## Wells and Waterfalls

This workshop equips participants with an easy-to-use diagnostic tool that reveals how communication flow and retention impact individuals, teams, and organizational culture. Through real-world examples, reflection, and applied exercises, leaders learn how to shift from communication that drives compliance or disengagement to communication that builds understanding, ownership, and clarity. [Learn More >](#)



# JIMMY BATES

CULTURAL SYSTEMS ARCHITECT &  
LEADERSHIP DEVELOPMENT  
CONSULTANT



Jimmy Bates is a born and raised Alaskan, a **26**-year U.S. Army Airborne Infantry combat veteran, and certified leadership coach. He is the founder of **AZIMUTH 180°**, LLC, a leadership and culture development company. **AZIMUTH 180°** specializes in helping individuals, teams, and organizations transform internal chaos into clarity, peace, and purposeful leadership.

As a Cultural Architect and Leadership Strategist, Jimmy Bates helps individuals and organizations build intentional cultures where people and purpose thrive in alignment. Drawing on decades of military leadership, executive coaching, and human development experience, he specializes in both designing cultures from the ground up and transforming those that have lost their way.

Through a blend of diagnostics, assessments, and deeply human conversation, Jimmy uncovers the hidden dynamics shaping behavior, trust, and performance. He then helps leaders and teams replace dysfunction with clarity, communication, and cohesion — creating environments where peace and productivity coexist.

At every level of leadership — from self to team to organization — Jimmy develops leaders who know themselves, lead with integrity, and multiply healthy culture. His work extends beyond coaching into culture-building systems, leadership academies, and transformative retreats that align people with purpose, values, and mission.

CONTACT

(907) 382-4505  
[jimmy@azimuth180.biz](mailto:jimmy@azimuth180.biz)

