



The INTENTIONAL LEADER



Great leadership isn't defined by a title, a position, or authority—it's defined by presence, self-awareness, accountability, communication, and the ability to respond rather than react.

Leaders who understand themselves deeply are able to understand others more effectively. Leaders who can regulate themselves can lead others with steadiness. Leaders who communicate with intention create trust. And leaders who operate from alignment—not pressure—create lasting impact in their organizations and teams.

The Intentional Leader™ is a customized, full-spectrum leadership development program designed to strengthen leaders at every level—professionally and personally. Through assessment-based insights, emotional intelligence (EQ) development, and Marcus Straub's proprietary LIG Coaching frameworks, leaders learn to elevate their effectiveness, communication, and influence in every context: self, relationships, teams, and organizational culture.

This program supports leaders in developing the clarity, steadiness, and intentional decision-making required to lead authentically and successfully—whether running a small team, guiding a family-owned business, or leading within a complex organization.

Intentional leaders ignite greatness in themselves and in others.

WHO THIS PROGRAM IS FOR

This proprietary leadership development program is designed for:

- Executives, founders, and business owners
- Leadership teams (including family-owned companies)
- Managers and supervisors
- High-potential emerging leaders
- Professionals seeking promotion or leadership roles
- Entrepreneurs and organizational influencers
- Individuals looking to strengthen self-leadership in all areas of life

Whether you're stepping into leadership for the first time or expanding your leadership capacity after years of experience—this program supports your growth.

WHAT YOU WILL EXPERIENCE

Leaders participating in this program learn how to:



Strengthen Self-Leadership

Gain clarity into your motivations, thought patterns, communication tendencies, and emotional landscape—so you can lead yourself well before leading others.



Elevate Essential Communication Skills

Use Listening with Integrity™ and other proprietary communication tools to reduce conflict, improve collaboration, and build trust.



Improve Emotional Intelligence

Through EQ insights, leaders learn to respond rather than react, regulate emotions under pressure, and create environments that are steeped in psychological safety.



Build Alignment Across Thought, Action & Communication

Utilizing proprietary LIG Coaching models like TDSF™ (Thinking • Doing • Saying • Feeling) and CSR™ (Catch • Stop • Redirect), leaders will seamlessly align behaviors with values and goals.



Make Confident, Clear, Informed Decisions

Using proven frameworks like ACI and TriMetrix, leaders learn to identify hidden blind spots, balance perspectives, and choose the best path forward.



Develop Stronger Teams & Culture

With a combination of individual assessments and team comparison reports, leaders will learn how to motivate, communicate, and empower more effectively.



Lead Through Change & Uncertainty


With powerful grounding techniques, practical tools, and awareness-building practices, leaders will be equipped to handle any situation with strength, confidence, and clarity.

This is leadership that begins within and expands outward.

CORE FRAMEWORKS, TOOLS & ASSESSMENTS

The Intentional Leader™ integrates the full suite of TTISI assessments and LIG Coaching's proprietary tools. Assessments are chosen after a comprehensive intake to ensure they match the leader's goals, role, and organizational context.

LIG Proprietary Tools & Trainings

 **TDSF™ (Thinking • Doing • Saying • Feeling)**
Strengthens four core pillars of leadership alignment—self-awareness, action, communication, and emotional steadiness.

 **CSR™ (Catch • Stop • Redirect)**
A practical method for interrupting reactive leadership behaviors and choosing intentional responses in the moment to improve relationships and achieve meaningful outcomes.

 **Listening With Integrity™, Empowered Communication™
Creating a Culture of Trust: The Art of Delegation™**
All trainings are selected based on need and designed to enhance communication, transparency, and relational intelligence—core qualities of effective leadership.

TTISI Assessments for Professional Leaders

Single-science or multi-science assessments may include:

- DISC: behavioral leadership style
- 12 Driving Forces: motivations and values
- Emotional Quotient (EQ): emotional intelligence capacity
- Competencies: leadership and professional skills
- Acumen Capacity Index (ACI): clarity of thinking & decision-making
- Stress Quotient: workplace stress insights (personal & organizational)
- TriMetrix EQ: DISC + Driving Forces + EQ
- TriMetrix HD: Behaviors + Driving Forces + Competencies + Acumen

Team & Organizational Assessments

- Leadership team comparison reports
- Organizational culture insights
- Family business alignment reports
- Team dynamics summaries

Together, these frameworks, tools & assessments help leaders understand themselves, the people they lead, and the systems they influence.

"Once people realize that they are far more creative, adaptive, capable, and powerful than they ever thought themselves to be, they begin to take charge of their life, crafting it into what they truly want."

THE INTENTIONAL LEADER™ PROGRAM DETAILS

What is included?

- Free Leadership Exploratory Session
- Personalized Leadership Clarity & Goals Report
- Customized 1:1 leadership coaching
- Optional individual, team, or organizational assessments
- Leadership-specific worksheets and tools
- Email/text support for real-time leadership challenges
- 3-, 6-, or 12-month leadership development options
- Ability to include team or family-business sessions as needed

How long is the program & what is the investment?

Most leaders start with a 6-month pathway to establish sustained leadership growth. Executives and founders often continue beyond 12 months or integrate organizational coaching.

All programs are flexible, personalized, and adjustable. Investment varies depending on:

- Assessment selection
- Leadership role and goals
- Organizational or team components
- Frequency of coaching and integration
- Extended or executive-level support

MEET YOUR COACH

A pioneer in full-spectrum personal and professional transformation.

Marcus Straub is widely respected for his ability to help individuals, leaders, and organizations become grounded, self-aware, intentional, and aligned. With more than 23 years of experience coaching clients, he has a rare talent for translating complexity into practical, real-world application.

An award-winning master of assessment-based coaching, Marcus integrates multiple sciences—including DISC, 12 Driving Forces, Emotional Quotient (EQ), DNA Competencies, Acumen (ACI), TriMetrix®, and the Stress Quotient—alongside his proprietary TDSF™ and CSR™ frameworks and customized trainings such as Listening with Integrity™ to create deeply effective, personalized coaching experiences.

His approach is grounded, compassionate, and direct. He meets clients exactly where they are, offering clarity, accountability, and practical tools to build lives and leadership aligned with who they are becoming.

Marcus is the CEO & Founder of LIG Coaching & Consulting, the 2011 International Coach of the Year, and the TTI Success Insights® 2026 Contributor of the Year. He serves as a trusted mentor to individuals, couples, leaders, teams, organizations, and coaches around the world.



ARE YOU READY TO LEAD WITH INTENTION?

Schedule a Complimentary Exploratory Session today.

