

Symphonia's impactful 70:20:10 Purposeful Leadership Development Journeys

A Proven Approach to Strengthening Leaders, Teams, and Organisations

Why Leadership Development Needs to Change

Traditional leadership training - classroom workshops, theory-based programmes, even executive coaching - often fails to prepare leaders for what they face in reality: complexity, uncertainty, and the challenge of building strong, aligned teams able to collaborate across boundaries.

At Symphonia Leadership Development, we know that leadership is not about having all the answers. It's about creating environments where individuals and teams can think independently, collaborate effectively, and achieve exceptional results. This is particularly important for leadership teams composed of talented individuals from diverse backgrounds who must come together quickly, find each other, and co-create a culture that enables them to succeed.

That's why we design and facilitate customised 70:20:10 leadership journeys: purposeful programmes that go far beyond individual skills development to create measurable impact at multiple levels.

The 70:20:10 Framework in Practice

Leadership behaviours do not change in classrooms - they change in the workplace.

Research from the Center for Creative Leadership shows that the majority of leadership growth happens in the flow of work, supported by reflection and relationships. The 70:20:10 framework captures this reality and has become the global benchmark for leadership development because it directly links leadership growth to organisational performance.

10% Formal learning: Targeted reading, videos, and workshops provide leaders with new concepts and language. This creates a common foundation and equips leaders with proven tools and models.

20% Social learning: Coaching, peer learning, thinking partnerships, and Leadership Circle conversations transform experience into insight. Leaders learn not only from experts but also from one another, building trust, alignment, and collective wisdom.

70% Experiential learning : The real transformation happens when leaders apply new insights to live organisational challenges. This is where behaviours shift, habits form, and teams discover how to solve complex problems together.

This model works because it reflects the way adults truly learn: through practice, reflection, and dialogue in real-world contexts. It ensures that leadership development is not abstract or theoretical but anchored in the strategic and cultural priorities of the organisation.

The result? Leaders who are not just trained, but transformed. Leadership teams who are not just more informed, but more aligned and effective. Organisations that don't just talk about culture change, but experience it in action.

Built on Proven Success

Over 14 years, Partners for Possibility (PfP) engaged more than 3,800 leaders and touched over a million lives. It remains one of the most impactful large-scale leadership and organisational development programme globally, recognised internationally with awards from Thinkers50, WISE, and the Million Lives Club.

PfP demonstrated that immersive, real-world leadership development drives lasting change at three levels simultaneously: the individual leader, the leadership team, and the broader system.

Business leaders who participated in PfP consistently described it as transformational - not only for the schools they supported, but for how they lead in their own organisations. Many began asking: *“Can you bring this kind of impact into our companies?”*

In response, Symphonia has adapted the methodology into custom-designed 70:20:10 leadership journeys for organisations such as Joe Public, Viking Life-Saving Equipment, Global Load Control, and PMI.

These programmes have delivered tangible results:

- More engaged and aligned leadership teams.
- Organisational cultures marked by trust, ownership, and collaboration.
- Measurable improvements in execution, innovation, and performance.

Three-Tiered Impact

Every journey is designed with measurable outcomes at three levels:

1. **Individual Leaders:** Develop adaptability, empathy, and purposeful leadership
2. **Leadership Teams:** Strengthen trust, alignment, and collaboration.
3. **The Organisation:** Improves performance, builds ownership, and deliver exceptional results.

Grounded in Leading Thinking

Our approach is not built on generic training modules. It is carefully curated from some of the world’s most respected leadership thinkers, ensuring that every concept we introduce is both inspiring and practical for today’s business challenges. These ideas provide the intellectual backbone for our 70:20:10 purposeful leadership journeys — combining rigour with relevance, and possibility with performance.

- **Ben & Roz Zander - *The Art of Possibility*:** Leadership as the creation of possibility, inspiring teams to move beyond constraints and unlock energy and innovation.
- **Daniel Kim - *Core Theory of Success*:** Demonstrating the direct link between the quality of relationships, the quality of thinking, and the quality of results.
- **Nancy Kline - *Time to Think*:** Showing how leaders can create environments where people do their best independent thinking - essential for decision-making in complexity.
- **Peter Block - *Flawless Consulting* | *Powerful Influencing*:** Offering a practical framework for building authentic, collaborative engagements through clear contracting and a five-phase approach to collaboration.

- **Hubert Joly - The Heart of Business:** Advocating for leadership rooted in human connection, values, and purpose as the foundation for long-term performance.

By weaving these principles into every leadership journey, we ensure that leaders are not just exposed to powerful ideas but are supported to apply them in practice - driving stronger teams, healthier cultures, and sustainable organisational success.

Customisation

While our 70:20:10 leadership journeys are built on a proven and repeatable process, no two organisations are the same. Each has its own strategy, culture, and context - and leadership | organisational development is only impactful when it is aligned to these realities.

That's why every journey we design is tailored to the specific organisation. We take time to understand the leadership challenges, strategic priorities, and cultural dynamics of each client. This ensures that the journey is not only relevant but also directly supports the outcomes the organisation is seeking - whether that is stronger collaboration across functions, building a pipeline of future-ready leaders, or shifting culture to support growth.

This approach is particularly valuable for newly formed leadership teams where exceptional individuals from diverse backgrounds must align around a common purpose and co-create the culture needed to deliver bold objectives and exceptional results.

Our tried-and-tested process provides structure, but the customisation ensures impact. By combining a proven methodology with a deep appreciation of each organisation's unique context, we help leaders and teams embed new behaviours that are both sustainable and transformative.

Why It Works

- **Leaders build capacity in complexity, not in classrooms.** Real growth happens when leaders face ambiguity, high stakes, and competing priorities - the very conditions they must navigate in their organisations.
- **Application drives transformation.** Because learning is embedded in daily work, every success and setback becomes a source of insight. Reflection turns experience into lasting behavioural change.
- **Leadership is social.** No leader operates in isolation. Shared learning experiences strengthen trust, alignment, and collaboration, enabling teams to tackle challenges more effectively together.
- **Purpose fuels performance.** When leaders and teams connect to a bigger "why," they unlock energy, resilience, and commitment. This sense of purpose translates directly into improved engagement, innovation, and results.

A New Era in Leadership Development

Symphonia's 70:20:10 journeys are not just about developing better leaders. They ignite teams, transform organisations, and create workplaces where people thrive.

From the Southern tip of Africa, we are proud to pioneer this new era of leadership development - proving that South Africa has a unique and important contribution to make to the world of Organisation- and Leadership Development .