

FOR INTERNAL APPROVAL

The Case for the C-SUITE Mindset™ Framework

A brief for CHROs, finance teams, and decision-makers evaluating this engagement.

Prepared by Lynell Renee Green, Founder & CEO
C-SUITE Mindset, Inc. · csuitemindset.com

THE COST OF DRIFT

What ineffective leadership is costing your organization.

The numbers behind why this framework exists.

\$10 Trillion

Lost globally each year to low employee engagement — nearly 9% of global GDP.

GALLUP, STATE OF THE GLOBAL WORKPLACE, 2026

22%

Global manager engagement rate, down from 31% in 2022 — a nine-point decline.

GALLUP, STATE OF THE GLOBAL WORKPLACE, 2026

70% / 44%

Managers account for 70% of the variance in team engagement — yet only 44% have received any formal training.

GALLUP, STATE OF THE AMERICAN MANAGER, 2015

30%

The share of employees who believe their manager is well prepared to lead a remote or hybrid team.

TEAMFLECT, STATE OF HR SURVEY, 2025

And the return when you get leadership right.

87% Report High ROI

The share of organizations that report executive coaching delivers a high return on investment.

FMI, CITED BY THE INTERNATIONAL COACHING FEDERATION, 2024

This is the gap the C-SUITE Mindset™ Framework was built to close.

THE FRAMEWORK

Six pillars. One operating system.

Built specifically for the speed, ambiguity, and AI-driven complexity tech leaders navigate today — not a generic leadership model repurposed for the moment.

- 01 Clarity** — Achieve sharp focus and clear vision.
- 02 Courage** — Bold action despite fear, risk, or resistance.
- 03 Curiosity** — Relentless inquiry that drives growth and innovation.
- 04 Culture** — Lived values and behaviors that shape how people work together.
- 05 Consistency** — Sustained excellence over time through habits and accountability.
- 06 Choice** — The activating pillar. The lens that turns Clarity, Courage, Curiosity, Culture, and Consistency into a behavioral operating system. Without it, the other five are just good intentions.

The problems it solves.

- **Leadership Drift.** Smart, high-performing leaders gradually lose alignment with their original vision and highest-impact work, often without realizing it until the damage is significant.
- **Decision Paralysis Under AI Disruption.** Executives face mounting pressure to make rapid, high-stakes decisions in an environment reshaped by AI.
- **Culture Erosion at Scale.** What worked when leaders could read the room in person breaks down as the organization scales or distributes.
- **The High-Performer-to-Leader Transition Failure.** Promoting on technical excellence alone produces managers who struggle to inspire and develop others.
- **Leading Globally Distributed Teams.** Trust, culture, and accountability behave differently across time zones. Frameworks built for the team down the hall don't transfer.
- **Executive Isolation.** The more authority a leader holds, the less honest feedback they receive, precisely when the stakes of poor decisions are highest.

WHY IT WORKS

Five reasons this framework holds up where others break down.

01 Tech-Native by Design

Not a generic leadership framework repurposed for Silicon Valley. Built specifically for the speed, ambiguity, and AI-driven complexity tech leaders navigate today.

02 A Shared Language That Scales

Gives an organization a common vocabulary for leadership, from CTO to Director of Engineering. When the same language travels across levels, alignment compounds.

03 Immediately Applicable

Every element is designed for active use the day leaders walk out of the room: specific decision filters, practices, and behavioral commitments. Not theory.

04 Backed by IP, Not Personality

Grounded in Lynell's forthcoming book *Drift*, the TEDx talk "The CEO Mindset is for Everyone," and 10,000+ hours on stage plus thousands of hours coaching leaders at Meta, Netflix, Microsoft, and Hilton.

05 Scales Across Every Format

Keynote, half-day workshop, full-day intensive, multi-session program. The framework compounds in value the more widely it is deployed across an organization.

Engagement formats & investment.

Format	Duration	Investment
Keynote	30 / 45 / 60-min	Full details upon inquiry
Half-Day / Full-Day Workshop	3–8 hours	Full details upon inquiry
Multi-Session Corporate Training	Weeks to months	Full details upon inquiry
Strategic Advisory	Ongoing retainer	Full details upon inquiry

ABOUT LYNELL

The foundation behind the framework.

Lynell Renee Green is the Founder & CEO of C-SUITE Mindset, Inc., a leadership development firm built for the complexity of tech leadership. A Harvard-certified strategist, retired CPA and Enrolled Agent, and TEDx speaker, she has delivered 10,000+ hours of leadership speaking and training, and spent thousands of hours coaching executives at companies including Meta, Netflix, Microsoft, and Hilton.

Her career spans Big 4 accounting, startup IPOs, global tax strategy, and a decade leading and training coaches for Landmark Worldwide's Self-Expression and Leadership Course, where Fortune 100 CEOs and emerging leaders worked side by side. She is the author of the forthcoming book *Drift: Why Smart Leaders End Up Somewhere They Never Intended to Go*, and currently serves as President of the National Speakers Association Northern California chapter.

SPEAKING & RECOGNITION

TEDx speaker · Virtual Speakers Hall of Fame inductee · President, NSA Northern California
· 10,000+ hours on stage

EDUCATION & CREDENTIALS

Harvard Certificate of Specialization in Strategy · MBA, Keller Graduate School · Retired CPA and Enrolled Agent

Is your leadership team drifting — or driving?

Bring the C-SUITE Mindset™ Framework to your next leadership event or corporate training.

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