

LiFT

YOUR
GenAI-POWERED
Coach *to Accelerate Performance*
AT WORK

Real-time actionable coaching to help you get to winning outcomes in high-stakes or emotionally-charged situations.

"LiFT is both critical and practical. It allows me to reflect on my performance, identify areas for improvement, and develop strategies to address them in the future."

AMIT SINGLA
SENIOR VICE PRESIDENT AT JEFFERIES



A TRUSTED & *Much-Loved* TOOL

Highly Rated by Executives in Major Organizations

"LiFT has transformed how I interact with others, approach questions and projects at work, and choose to spend my time each day."

AMANDA LOPEZ-EDWARDS
MARKETING STRATEGIST AT ACCENTURE



"LiFT has changed the way I approach important events. I see it as a 'warm up' like athletes do before a game to perform better and avoid injury. Like in sport, we need to 'warm up' our minds prior to events to think better and avoid things from going in unexpected directions."

ANDREW CONTILLO
ENTERPRISE ACCOUNT EXECUTIVE AT SIGNIFYD



"LiFT operates on two levels — as a performance coach *and* as a tool for personal growth. By using LiFT, people can become happier, more fulfilled, and less stressed."

ARJUN THUMMALACHETTY
SENIOR VICE PRESIDENT OF INTERNATIONAL
BUSINESS AT ONELEARN



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LiFT helps you create performance breakthroughs in the flow of work

Now you can have a guide in your pocket to help you plan, prepare, and practice before high-stakes events — meetings, speeches, offsites, and more.

Over the last 15 years, we have studied the question:

What's the secret to driving performance breakthroughs?

A PERFORMANCE BREAKTHROUGH =

Getting a winning outcome in a challenging, high-stakes situation

Gaining a positive result in conditions that most people would have written off

Advancing your agenda in a meaningful way despite resistance, constraints

How can I...?

Build trust rapidly?

Make people feel safe to speak up?

Have a win-win negotiation?

Deliver effective performance feedback?

Resolve a conflict?

Turn around a difficult relationship?

Gain stakeholder buy-in?

Inspire a dispirited team?

Win business with a prospective client?

Engage others to find a winning solution?

The behavioral skills needed to create high performance at work are hard to teach—and harder to master. But what if we've been searching for the answer in all the wrong places? What if high performance and exemplary leadership are less about "fixing" people by having them develop new neural pathways and more about "sparking" them by guiding them on tapping underutilized neural pathways that already exist in their brain?

“The skills of the future aren’t technical—they are behavioral.”

JOSH BERSIN

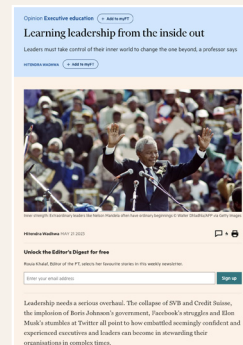
Our research, teaching, and experiments at Columbia Business School and Mentora Institute have revealed very positive new findings on how professionals can accelerate their path to high performance by:

- Approaching it not as a trait to be acquired but as a state to be activated
- Shifting their focus from learning on the sidelines to leading in the flow of work

At Mentora, we have developed a path-breaking GenAI-powered performance coaching tool, LiFT, that anyone can use to generate immediate and tangible gains in performance. The distinctive model for driving performance improvement that forms the foundation of LiFT has been covered in leading media.

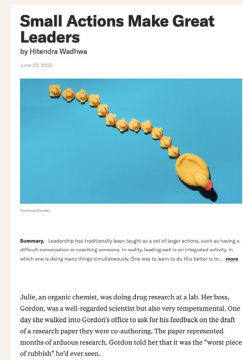
Learning leadership from the inside-out

FINANCIAL TIMES



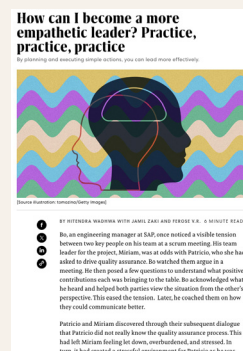
Small Actions Make Great Leaders

Harvard Business Review



How can I become a more empathetic leader? Practice, practice, practice

FAST COMPANY



There is a simple way
to lift our performance

FROM *Ordinary* TO
EXTRAORDINARY

Across fifteen years of scientific research and field-testing, we've developed a simple and intuitive method—**Inner Mastery, Outer Impact**—for people to achieve high performance at work, in the crucial moments that call for it.

This approach is featured as the cover story in Harvard Business Review's Jan-Feb 2024 issue.



Excerpts from the article

"It's a common organizational practice to evaluate people along a bell curve, rating every individual as a low, average, or high performer. In fact, each of us is the whole bell curve."

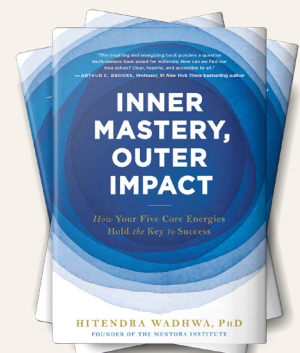
"In a cross-organizational study [...] more than 100 executives who adopted leadership-in-flow saw their ability to achieve successful outcomes rise by an average of 135% within six weeks. Our findings reveal that people have an innate capacity for exemplary leadership far beyond what many realize."

"Our research shows that executives who are experienced with leadership-in-flow can tune in to the energies in the room [and] see situations both from the high-level, five-energy perspective and from the more-nuanced actions perspective; and can transfer their ability to harness the core energies from one context to another."

"The [5 core] energies and [25] actions are like a standardized set of building blocks...their use can help radically simplify competence-focused training."

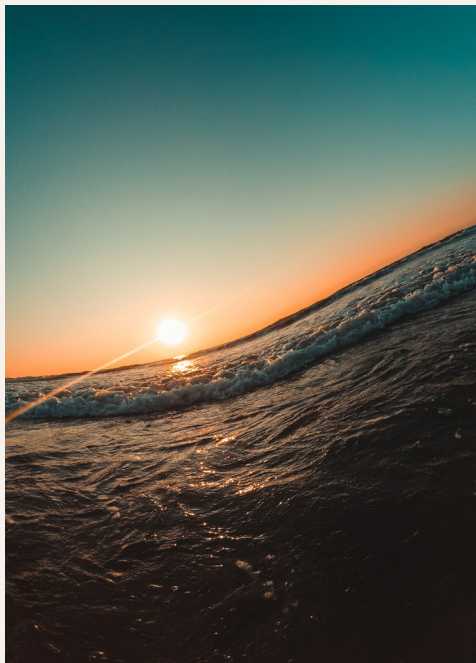
"Across all the exemplary leadership moments we studied, people consistently used a small set of [25] actions to tap into one or more of these five energies. The actions were swift and straightforward, often taking just seconds...By taking these actions, leaders can break free from rigid behavioral scripts."

Based on the tenets of exemplary leadership from Dr. Hitendra Wadhwa's critically acclaimed book



LiFT IMPROVES YOUR *Performance*

as soon as you start to use it



"Even a 2-3 minute prep with LiFT allowed me to plan and declutter my thoughts of the past and of the individuals I was going to meet with, which then reset my emotions to positive or neutral. This has tremendously impacted the outcome of my interactions."

PRANAV RADHAKRISHNAN
DIRECTOR OF OPERATIONS AT NOVARTIS



"I was surprised to see how someone who is considered a difficult employee opened up when I practiced the actions LiFT recommended. That conversation was completely unexpected, and I think I have strengthened my relationship with him."



GAUTAM KUMAR
SENIOR MANAGER AT CAPITAL ONE

"This process is very impactful. Your brain wants, needs, and benefits from knowing where you want to go in any situation and will subconsciously create the conditions to create it. LiFT allows you a way to formulate thoughts on purpose that will serve you well."

SENIOR VICE PRESIDENT, GARTNER

"In a high-level negotiation...to my surprise, I was met with the exact openness and friendliness I had led with."

CHIEF COMMERCIAL OFFICER, TECHNOLOGY COMPANY

LiFT creates performance breakthroughs in the flow of work—in real time and on demand

Overcome the limitations of conventional training and go from ordinary to extraordinary with just 10-15 minutes of prep

With LiFT, you get access to:

Personalized, actionable guidance

From an on-demand AI-powered coach

Concrete action-steps

Based on pioneering research at Columbia Business School and Mentora's field-tested methodologies

Mindset coaching

For all your important events — a scientifically proven way to enhance performance outcomes

Simulated role-play dialogs with fast-feedback for you

A safe space to prepare for real-world crucial conversations

Custom 5, 10, and 15-minute preparation plans

Intention-setting, action-review, and meditation to help you center, prepare, and focus on your goal

Tangible performance metrics

To help you assess your behavior and stay on track

Self-paced learning

Mentora's on-demand video library — BBC-trained on-camera training by our faculty



Mainstream L&D initiatives often do not create the space for people to do fast experimentations, learn at the time of need, safely make mistakes, and grow themselves over time

That's what makes LiFT stand out. It is designed to seamlessly integrate into a professional's work flow, advancing their skills on-demand and in real-time, in simple, small steps

Here are common challenges organizations face in lifting performance—
and how LiFT closes these gaps

COMMON CHALLENGES	HOW LiFT ADDRESSES EACH CHALLENGE
<p>1. Employees often display resistance to new practices and behaviors</p>	<ul style="list-style-type: none"> a. Guides people to use familiar actions b. Coaches people on activating a high performance state, not on developing new traits c. Offers mindset coaching to shift people's attitudes and make them more likely to attain their goals
<p>2. Busy schedules make it challenging for employees to find time for training and practice to build new skills</p>	<ul style="list-style-type: none"> a. Recommends quick actions that only take 5-7 seconds each to execute b. Offers guidance at the time of need
<p>3. It is often very expensive for organizations to invest in training all employees on lots of competencies</p>	<ul style="list-style-type: none"> a. GenAI-powered platform offers affordable pricing in comparison to traditional forms of coaching and training b. Radically simplifies learning by offering 25 actions that can be mixed-and-matched to create 8 million+ behaviors.
<p>4. One-size-fits-all training ignores the fact that different employees have different learning preferences and different operating styles</p>	<ul style="list-style-type: none"> a. Employees are in control of what they learn, and when and how they learn b. Personalizes the actions employees are recommended
<p>5. Mainstream trainings are often generic, and do not address the specific context in which an employee is placed</p>	<ul style="list-style-type: none"> a. Guides each individual to the right actions based on their specific context and goal b. Gives employees context-specific guidance c. Provides fast-feedback simulations for practice

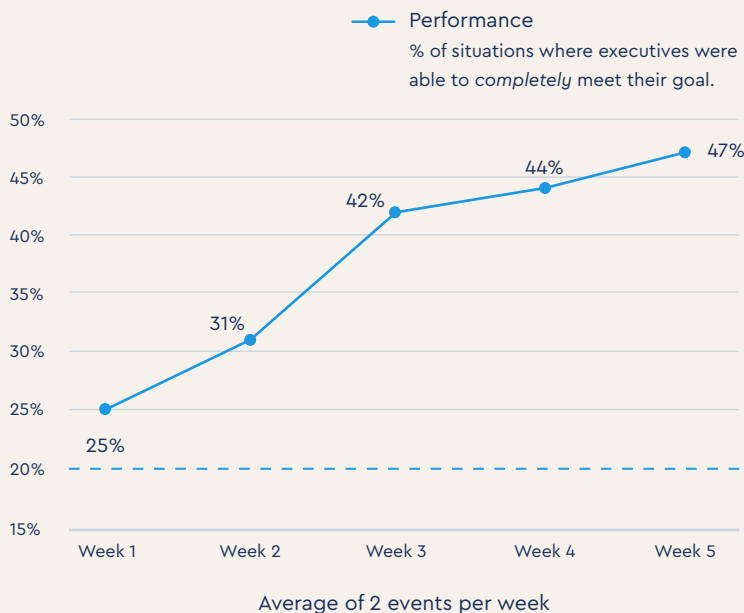
LiFT is a practical solution for organizations committed to creating a culture of continual growth and innovation. It bypasses the limitations of conventional training and offers an approach that fluidly aligns with the rapidly-evolving needs of modern-day organizations.

THE ROI ON LiFT

LiFT delivers an immediate and tangible boost in performance—which grows with every use

LiFT performance stats – based on a study of 100+ executives across 40+ organizations.

1. Using LiFT, executives *mostly or completely* achieve their performance goals **80%** of the time.
2. LiFT delivers an immediate average boost of **20%** in achieving performance goals. This grows to **135%** over time after ten uses.
3. Executives gain a **200%** (or a 3X) boost in performance when they use LiFT for 6+ minutes to prepare for high-stakes situations.
4. **100%** of executives find LiFT very valuable to plan and prepare for challenging situations at work and in life.
5. Executives' performance **rises steadily** with the repeated use of LiFT, even as the goals they work toward keep changing, as seen in the graph below.



LiFT helps you overcome the barriers to high performance.

Through extensive research, we have identified six ways in which people often limit themselves from achieving their goals by ignoring or miscalculating the human dimension. They:

1. Do not have a clear goal.



"The structured approach of planning, practicing, and reviewing events has helped me become more intentional and mindful. It has significantly enhanced my ability to navigate various professional challenges, offering a practical tool for effective leadership."

VINEETH GOGINENI, MANAGER AT BAIN AND COMPANY



"Pausing and preparing for events is transformative. It allows me to mentally 'reset' and focus on the goals I want to advance, which has a ripple effect on how others perceive me."

SUNNY INTWALA, CARDIOLOGIST AT NUVANCE HEALTH

2. Make limiting assumptions about what is possible.



"LiFT is especially valuable as a reset button to ensure I'm not carrying over any limiting beliefs or poor attitudes from one situation to the next."

ANDREW CONTILLO, ENTERPRISE ACCOUNT EXECUTIVE AT SIGNIFYD



"By using LiFT, I felt more at ease, compassionate, and thoughtful. I was willing and also capable of approaching each event with genuine curiosity and appreciation for the other party's perspectives and priorities, which led to a greater likelihood of reaching a win-win agreement."

LAUREN FLANAGAN, DIRECTOR AT BNY MELLON

3. Are unaware of the full range of actions they can choose from.

"It was most helpful that LiFT suggested combinations of actions depending on the event and situation. This is my favorite feature and made the preparation easy and much less burdensome."

VICE PRESIDENT OF STRATEGY AT A HEALTHCARE MARKETING AGENCY

"I found LiFT to be extremely helpful when selecting my actions as it gave me ideas that I would not have generally chosen. It opened my eyes to see situations and behaviors in a new light. It is often easy to lean into old habits — but by using the actions that LiFT recommended, I was able to expand my toolkit and be more open."

SENIOR ACCOUNT EXECUTIVE AT SAP

Performance Boosters with LiFT

4. Misunderstand how they land on others.



"LiFT helps you plan how to address the higher emotional/human side of any interaction. I see now that you are only able to really make progress if you appeal to people's values, and see the situation from their perspective."

WILLIAM CLARK-LOWES, SUSTAINABILITY INVESTMENT BANKER



"LiFT has transformed my approach to leadership and interpersonal interactions. It has emphasized the importance of positive intentions, empathetic actions, and building deep relationships to drive better performance and impact."

CANDACE GE, HEALTHCARE FINANCE EXECUTIVE, CIT

5. Are stressed and triggered at key meetings and decision-points.

"I tend to get anxious and uptight before events I believe are important. LiFT has helped me be more relaxed and comfortable going into the event, allowing me to settle quickly and focus on the task at hand."

CHIEF INVESTMENT OFFICER AT AN OIL & GAS COMPANY

"LiFT helps me get in the right headspace, calm any anxiety, and feel very relaxed. This helps me focus fully on the other person and be 100% present, which is useful in driving positive and productive results."

OFFICER IN THE U.S. NAVY

6. Aren't fully present and adaptive to the unfolding dynamics.

"I listened more deeply, was curious and asked thoughtful questions, was flexible and embraced change, and was motivated to build trust and a safe space."

PORTFOLIO MANAGEMENT AND INVESTOR RELATIONS EXECUTIVE



"I entered each event with a positive mindset and a strong sense of what success could look like. I felt comfortable, prepared, and open to adapting and pivoting as needed."

KHARY POWELL, SENIOR MANAGER AT EY

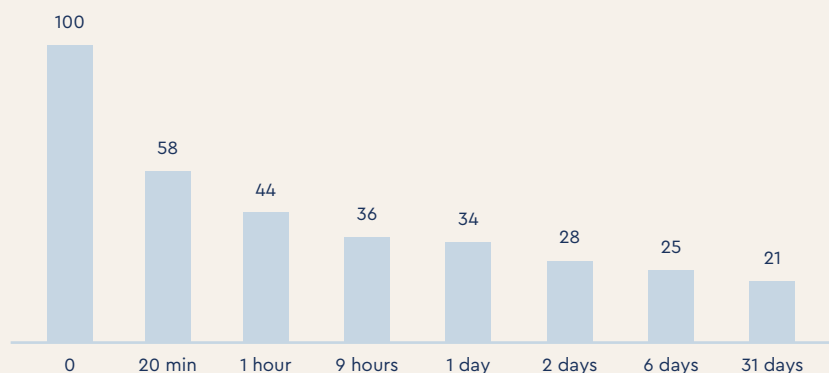
THE *Neuroscience* BEHIND **LiFT**

We've tapped the latest findings on human potential and drawn from multiple scientific disciplines to formulate our groundbreaking approach to LiFTing performance

Mentora is blazing a new scientific trail in developing a simple, intuitive, and personal approach to performance acceleration. And this is why it works:

The Challenge with Traditional Leadership Training

Despite the staggering **\$3.5 billion** spent each year on training, developing new skills continues to remain a hard undertaking—with limited evidence of impact. That's because training by itself never suffices.



The Forgetting Curve

If new information isn't applied, we forget **42%** of it in 20 minutes and **75%** of it after just 6 days.

The Neuroscience behind LiFT

To gain mastery over new behaviors, we need to create new neural pathways in our brain. This requires effortful practice and repetition, which very few of us are able to dedicate the time and energy for. In contrast, LiFT lifts your performance with very little effort or time required, because it guides you to utilize neural pathways that already exist in your brain. Using existing neural pathways is much easier than building new neural pathways from scratch.

Don't just navigate challenges at work—master them

Elevate your leadership capabilities and turn every challenging situation into an opportunity for growth and success

Imagine having a world-class performance coach available around the clock, ready to guide you through every challenging business scenario. That's exactly what LiFT offers.

When you face a crucial board meeting, a high-stakes negotiation, a sensitive employee review, or a critical presentation, you can't afford to rely on generic advice or conventional wisdom. You need precise, situation-specific guidance that's immediately applicable and scientifically proven to boost your performance.

Enter LiFT.

Why settle for anything less when you can have expert-level guidance and practical training at your fingertips? LiFT is not just a tool. It is your personal leadership accelerator, lifting your performance from ordinary to extraordinary — in minutes.



Testimonials

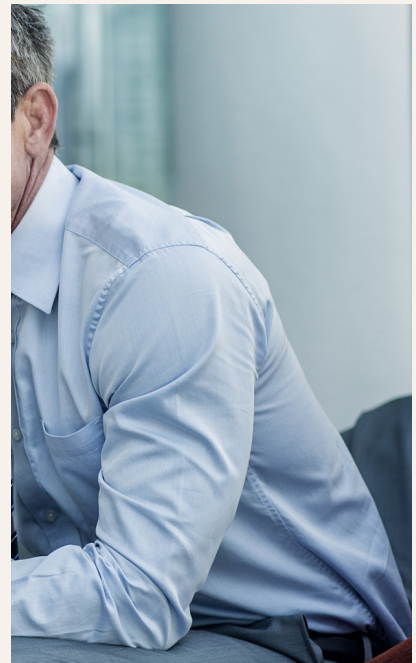
"I tend to overcomplicate things, which is where the positive intentions LiFT helps you set have been so useful. Whenever I would feel overwhelmed, I'd remind myself of my positive intention, and immediately feel re-centered. This has completely transformed my interactions with others."

ACCOUNT EXECUTIVE, BBC

"The process of setting clear goals through LiFT helped me articulate what I aim to achieve and offered me clarity and direction. I found that my communication skills improved and I was able to better convey my ideas and connect with others. It also helped me build a mindset of continuous personal growth."



VINEETH GOGINENI
MANAGER AT BAIN AND COMPANY



"The actions LiFT recommended were a definite highlight for me. The Gen-AI integration helped kickstart my thought process for setting a positive intention, and I was truly impressed with how comprehensive the action-plans it created were. This led me to fully embrace LiFT's coaching, without needing to alternate actions."



BRAD COLLINS
SENIOR TRADER AT VANGUARD

"Each event felt more intentional. I was proactive in how I positioned my thoughts, reflecting on my role and how my interactions with others affects the success in achieving our agenda. This helped me have more authentic engagements with those around me, and I was able to achieve more satisfactory outcomes."



OLIVIA PACKENHAM
STRATEGIC PARTNERSHIPS AT GOOGLE



"I was amazed at what an extra fifteen minutes of preparation could do and also what a focused effort to calm my mind and find a positive intention could help me achieve. I prepared for several difficult conversations using LiFT, and was able to bring a positive mindset to them. This, in turn, helped the other party feel my positive energy, which worked to diffuse the tension quickly. The more I practiced, the more I was able to see the upcoming conversation in my head—and was much more successful in pausing and keeping a check on my emotions when the conversation actually happened."

SENIOR VICE PRESIDENT, COMMERCIAL REAL ESTATE AGENCY

"The improvement in my performance was only a side-effect. LiFT helped with so much more—it helped me focus, be present and aware, and reconnect with my inner core. I truly believe it is a great help on a personal and spiritual level as it helps connect parts of our life that might seem disconnected."



JUAN CORTES ACRA
COO AT PROAGRO SEGUROS

"I was surprised by how remarkably effective I was at achieving my goals when using LiFT. It is now evident to me that the approach LiFT uses has a significant impact on performance. I also felt that I was not only presenting my best self to others, but also encouraging the best in them."

PARTNER, PRIVATE EQUITY FIRM

"One of the greatest takeaways from pursuing my goals using LiFT is how my mindset shifted. I found that it added value not only toward my performance—but also to my overall well-being."



LAUREN FLANAGAN
DIRECTOR AT BNY MELLON

Case Studies

Note: The names in these stories have been changed to maintain confidentiality.



Maggie Resolves a Conflict

Maggie was working on a highly complex project with Robin, who reported to her. They had recently exchanged some heated texts about certain actions Maggie felt Robin had not taken on time, given that they were facing a strict two-week deadline. As Maggie prepared to meet Robin, she realized she needed to move away from what she was feeling. She dearly needed Robin to be fully invested in this project and there was a risk that their argument could leave them feeling divided.

LiFT guided Maggie to focus on building a human connection with Robin—learning more about her life story. This led to Robin becoming more honest with the challenges she was facing that were hindering her performance. Maggie too opened up about the pressure she was facing to deliver results on a tight timeline. They aligned on next steps to get the project to a good place. They had never had this kind of an open exchange before.

"I walked out feeling Robin was a wonderful person," Maggie shared, "and this lesson that LiFT helped me learn is something I will keep in mind if ever tensions are triggered again in the future."

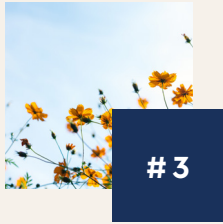


Lisa Wins Her Manager's Support

Lisa wanted to get her boss' support to initiate a new program around AI and personalization at work. She was a passionate person, and could get a bit strong-headed. This historically put her boss on the defensive and made him resist her proposals.

This time, she used LiFT to plan for the conversation and internalized the actions it recommended. This helped her in the meeting to draw out and understand her boss' perspective and keep herself on an even keel. Given how calm she was, her boss confided in her about an influential executive who was resistant to AI. Together, they came up with a strategy for how best to gain top leadership approval.

"LiFT stopped me from being so emotionally reactive," Lisa later reflected, "I then found myself much more able to make him a partner in advancing my proposal."



Ali Breaks Out of a Negative Spiral

Ali, an Asset Manager in a private equity firm, was grappling with a peculiar challenge. One of his subordinates, Sam, was too thorough with his work—to the point of being ineffective and inefficient. Ali had tried to address this issue on three separate occasions, but to no avail. “We were in a vicious cycle of me identifying the issue, Sam getting defensive, our tempers mildly flaring up, and the issue remaining as is,” he shared. He now prepared to meet with Sam a fourth time.

Using LiFT, Ali established a positive intention to engage with Sam in a better, more patient way. Based on LiFT's guidance, he decided to start the conversation with inquiry to find out what was causing Sam to behave in this way. The conversation took a completely unexpected turn—Sam opened up about how he had grown up with a strict parent who accepted nothing short of perfection from him. They connected, truly listened to each other for the first time, and came up with a plan to optimize the quality of Sam's work.

“The biggest breakthrough that LiFT got for me,” Ali shared, “was that we now understood each other—a giant leap from before.”



Rob Fosters Trust Between Teams

Rob was leading two teams on a critical project. He soon realized that these teams weren't working well together — prior meetings had ended in disagreements and previous attempts by others at getting them to collaborate had fallen short of expectations. It was now up to Rob to turn this dynamic on its head.

This was Rob's goal as he used LiFT to prepare for a meeting with the two teams. He reviewed the actions and set up a positive intention for the meeting. He started the meeting by inviting each person in the room to talk about how they saw the problem. The energy in the room began to shift, with everyone perhaps for the first time listening to what others had to say. Then, based on LiFT's guidance, he identified and highlighted the common ground in everyone's perspectives, setting the stage for him to bring them all under a unified vision for what to achieve.

“This left the group feeling empowered and motivated,” Rob shared. LiFT also helped Rob build trust between the units, and they finally came together to work as one team.

ABOUT MENTORA

Mentora Institute is a global leadership development and organizational transformation group headquartered in New York. Mentora is committed to helping its clients evolve into inspired organizations where people in all roles and all moments achieve breakthrough performance by bringing out the best in themselves and the best in others in the pursuit of a noble purpose.

Mentora is applying the science of human potential to develop extraordinary, mission-driven leaders and cultures. Its unique approach is informed by the latest scientific findings, studies of great changemakers and movements in history, and experiments run at Mentora Labs, and is built upon the award-winning research and teachings of its Founder Dr. Hitendra Wadhwa, a professor at Columbia Business School and author of 'Inner Mastery, Outer Impact: How Your Five Core Energies Hold the Key to Success'.

Mentora works with clients to create sustainable and measurable improvements in performance via consulting to the C-suite, co-design of culture-building initiatives, transformational learning experiences, and tools for driving step-by-step improvements in performance. Mentora's strong team of experts has proven track records in behavioral research, corporate leadership, people analytics, and cultural transformation.

To inquire about how you can bring Mentora's consulting, training, or LiFT platform to your organization, do reach out to us at **contact@mentora.institute**