

PROSPECTUS

The

ALTITUDE

L A B

A **12-month** executive readiness process for emerging leaders, mid-tier managers and high-potential executives being considered for greater responsibility.

TRAINED. TESTED. TASKED.



Russell W. West, Ph.D.

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DEVELOPMENT | FACILITATION | DECISION SUPPORT

A Board Equal to the Work Before It.

The ALTITUDE LAB

Leadership development should change how we lead.

Yet too often, leadership development happens somewhere else.

We attend the program.
Learn the model.
Have the conversation.
Fill the notebook.

Then we return to work.

And work is still waiting for us.
The same pressures. The same relationships. The same difficult decisions. The same habits we fall back on when the air gets thin.

The Altitude Lab was built for that gap.



For 12 months, emerging leaders develop while doing the work they are already being asked to do.



Real decisions
become material
for learning.



Real challenges
become opportunities
to practice.



The workplace
becomes the place
where development
is tested.

A DIFFERENT STARTING POINT



We begin with **descent**,
not ascent.



Presence,
before performance.



Unpacking,
before packing.



Unlearning,
before learning.

Because before we ask leaders to carry more, we should understand what they are already carrying.



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EXECUTIVE READINESS FOR THE NEXT ELEVATION

FEATURES THAT CHANGE THE CLIMB

The Altitude Lab is an in-place executive conditioning lab for emerging leaders navigating greater responsibility.



REFLEX-FIRST DEVELOPMENT

We develop awareness of the reflexes beneath decisions and behaviors—so leaders can choose with clarity, not autopilot.



PRACTICAL & PROBLEM-FOCUSED

Real workplace challenges become the curriculum. You bring the issues. We work them—while they matter.



PRESENCE. PRACTICES. PERFORMANCE.

A simple, integrated model that builds the foundation for executive identity and capacity at the next elevation.



COACHING THAT TRAVELS WITH YOU

Monthly labs, targeted upgrade tasks and individual/group coaching keep learning in motion between sessions.



BUILT FOR READINESS PROFESSIONS

Proven in sectors where the margin for error is small and the cost of poor leadership is high.

THE TRANSFER OF TRAINING PROBLEM

Most leadership development fails to make the trip back to work.

- ⊗ **PROMOTIONS** expect you to figure it out.
- ⊗ **POSITIONS** assume time will teach you.
- ⊗ **PROGRAMS** train you, but rarely change what happens when pressure returns.

THE ALTITUDE LAB DOES IT DIFFERENTLY.

Our reflex-focused, problem-based learning (PBL) approach closes the gap between learning and leading. It outperforms traditional models—because it works with how leaders actually learn, decide and behave.

*Leaders don't need more information.
They need better reflexes and real-time practice.*

WHAT YOU CAN EXPECT



REFLEX LEADERSHIP

Understanding the automatic patterns that drive your choices and impact.



CONSCIOUS DECISION MAKING

Tools and frameworks for better decisions in complex, ambiguous conditions.



RELATIONAL LEADERSHIP

Building trust, navigating dynamics and aligning across differences.



CHANGE READINESS

Leading transitions with clarity, communication and stamina.



STRATEGY & SYSTEMS

Thinking at the system level. Connecting strategy, execution and culture.



SELF LEADERSHIP

Managing energy, attention and growth for the long climb.



STAKEHOLDER IMPACT

Leading above, beside, among and beyond you.



ELEVATION MINDSET

Preparing your leadership for the next level—before you get there.



ROOTED IN SCHOLARSHIP. PROVEN IN PRACTICE.

The Altitude Lab is informed by Dr. Russell West's Reflex Theory of Leadership—decades of research on how leaders think, react and regulate under pressure.

His work is gaining traction in healthcare organizations, executive retreats and board development circles across the country—because leaders are hungry for development that sticks.

The ALTITUDE LAB

EXECUTIVE READINESS FOR THE NEXT ELEVATION

THE VALUE PROPOSITION

The Altitude Lab is a 12-month executive conditioning process that helps your emerging leaders become equal to the responsibility that is already—or soon will be—on their shoulders.



STRONGER LEADERS

Deeper presence.
Better decisions.
More adaptive influence.



REAL-WORLD READINESS

Leaders practice where the stakes are real and the learning sticks.



FASTER ADAPTATION

Your team responds with clarity, agility and alignment as conditions change.



SUSTAINED IMPACT

Development becomes a habit—not an event.

HOW IT WORKS AT YOUR PLACE, FOR YOUR TEAM

The Altitude Lab is designed to fit your context while preserving its core.

- ✓ **YOUR REAL WORK IS THE CURRICULUM**
We use your priorities, challenges and opportunities as the material for learning and application.
- ✓ **CUSTOMIZABLE FOCUS**
Apply the Lab to a strategic initiative, process improvement, team development goal, culture shift or change management effort.
- ✓ **TEAM & INDIVIDUAL IMPACT**
Shared labs build alignment and peer learning. One-to-one coaching deepens personal application.
- ✓ **FLEXIBLE BY DESIGN**
We adapt the cadence, focus and deliverables to your needs—while protecting the rigor that makes the work stick.

FREQUENT QUESTIONS



HOW IS THIS DIFFERENT?

Most programs rely on Promotions, Positions and Programs. The Altitude Lab uses a reflex-focused, problem-based learning (PBL) approach that works in real time—where the work happens—so learning transfers and transforms.



WHO IS THIS FOR?

Emerging leaders, mid-tier managers and high-potential executives who are being considered for greater responsibility—or who already feel the elevation.



WHAT IS THE TIME COMMITMENT?

One 90-minute Lab each month, targeted upgrade tasks between sessions, and individual coaching touchpoints. Designed to respect your schedule while creating real traction.



CAN WE CUSTOMIZE THE FOCUS?

Absolutely. We tailor the Lab to a strategic initiative, new project, process improvement, culture shift or change management effort that matters most to you.



HOW DO YOU MEASURE IMPACT?

Through applied assignments, reflection, coaching feedback and real-world outcomes that you define. The evidence shows up in better decisions, stronger relationships and measurable progress.



WHO BENEFITS MOST?

Organizations in readiness professions—military, healthcare, public safety, aviation, technical education, even sports and special operations—where performance, pressure and lives depend on leadership that is prepared.



WHAT IS THE INVESTMENT?

Investment varies with scope and customization. We will design a clear proposal with costs, schedule and expected outcomes that align with your goals and resources.

**YOU. YOUR TEAM.
READY FOR ELEVATION?**

Bring me the leaders, the challenge
and the work ahead.

**LET'S DESIGN
YOUR ALTITUDE LAB.**



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