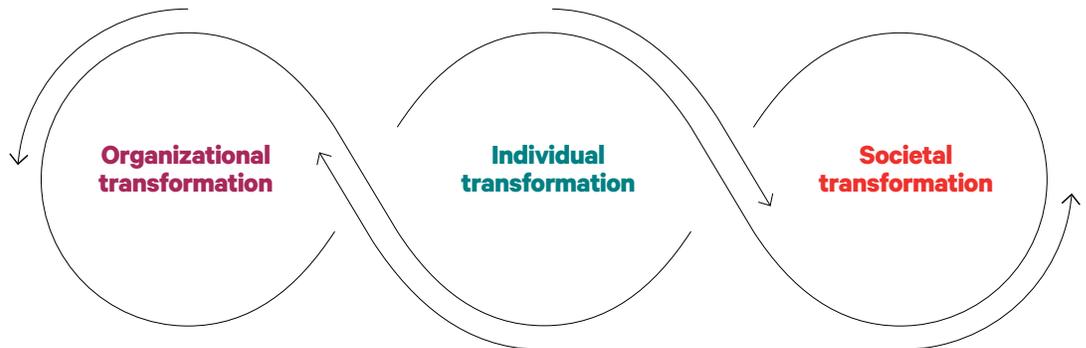


# SYPartners

New York  
San Francisco

**SYPartners is a transformation company. We help human beings, organizations, and societies build the capability to become fuller and more vibrant versions of themselves—so they can constantly transform, and have a positive impact in the world.**

Where we focus:



**We partner with leaders who want to transform their organizations for greater impact.** We work alongside them to define their purpose, envision a new future, and then co-create the strategy, culture, and leadership capacity to make that future real.

**Almost all transformation starts with an inner journey to explore how we as individuals see the world and our role in it.** We help people summon and rise to their better selves as they adapt, change, and evolve. And we aspire to do this at scale, leveraging the best of technology, science, and humanity.

**We partner with business leaders and philanthropists to help build movements, coalitions, and large-scale societal-impact campaigns** that accelerate change on the most pressing issues of our time.

How we fuel successful transformations:

- 1.** We help you **lead into the unknown**—from envisioning a bold new future, to building up to it in a realistic way.
- 2.** **Using the power of creativity and design, we inspire, provoke, and compel** through experiences that motivate people to think differently, shift their beliefs, and change behaviors.
- 3.** We start with purpose, to give meaning and coherence to your work, and **drive change from the inside, out.**
- 4.** We take a **systemic approach** to bring all elements of transformation into balance—including any of the following: **strategy, leadership, organization design, culture, new offerings and experiences.**
- 5.** **We take a human-led approach.** This means we equip people to lead their own transformation—building the ongoing capability for individuals, teams, and organizations to continue to adapt and transform themselves.
- 6.** **We are partners in your success.** We help you bring your best self to the effort, so you can bring out the best in others.

Some leaders we've consulted to and advised:

- Howard Schultz, Kevin Johnson, and team, Starbucks:** Developing the transformation agenda for continued greatness.
- Ginni Rometty and her team, IBM:** Building a culture of transformation, marketing, brand reinvention, and sales enablement.
- Laurene Powell Jobs and her team, The Emerson Collective:** Reimagining the future of American high school education.
- Oprah Winfrey and her team, OWN:** Empowering millions of women in new, transformative ways.
- Bernard J. Tyson and his team, Kaiser Permanente:** Reinventing health care in America.
- Bob Dickey and his team, Gannett:** Inventing a new kind of media company in a radically shifting industry.
- Jo Ann Jenkins and her team, AARP:** Disrupting aging and deepening impact in the lives of millions of members.
- Mark Hoplamazian and his team, Hyatt:** Designing a purpose-driven organization, from systems to every individual.
- Mindy Grossman and her team, Weight Watchers:** Recommitting to purpose, to transform the future of wellness and healthy habits.

Learn more at: [www.sypartners.com](http://www.sypartners.com) Or email: [info@sypartners.com](mailto:info@sypartners.com)