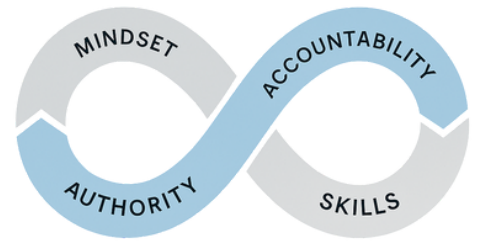


THE MASA FRAMEWORK

GENERATING LEADERSHIP ALIGNMENT



Discover the MASA Framework

Imagine you're walking in a straight line, hiking from one cabin to another. You move slightly to the right each step, barely seeing more than 10 feet in any direction due to the dense forest surrounding you. You walk the distance between the two cabins to find yourself miles away from your destination. You couldn't have drifted more than a few feet to the right on your journey. How could this have happened?

The Real Cost of Leadership Drift

The same kind of drift occurs in leadership teams, typically during periods of growth, change, or challenge. A misaligned senior leadership team can take an organization miles off course if their misaligned with the organization and rest of the leadership team.

There are three common causes of leadership misalignment:

- Unclear or inconsistent roles lead to confusion and inefficiency.
- Accountabilities without authority cause bottlenecks and frustration.
- Skill gaps are blamed for failure—but often it's the system, not the person, that's broken.

Without a unified approach to how your leaders think, act, and lead—your business growth slows, silos form, and trust erodes. You don't just need strong leaders. You need aligned ones.

That's Why I Created the MASA Framework

After helping scale West Shore Home from 600 to 3,000 employees, I saw this pattern repeatedly: even high-potential leaders struggle when systems don't support their success.

So I built the MASA Framework to help organizations drive leadership alignment and create an environment for leaders to thrive. Leaders don't need more skills they'll forget to use, they need to align their actions and effort with the results demanded by the business.

MASA ∞

Mindset: Aligning purpose, time orientation, and role clarity

Accountability: Clear expectations and consistent measurement

Skills: Developing only what matters most

Authority: Matching decision power to responsibilities

The MASA Framework

The MASA Framework combines four interdependent pillars—Mindset, Accountability, Skills, and Authority—to cultivate trust, clarify roles, and drive consistent performance across your leadership team. These pillars help organizations create an environment for leaders to thrive, ensuring they have the skills and the appropriate conditions to achieve success.

When you align Mindset, Accountability, Skills, and Authority with business objectives, you create Leadership Alignment. You'll notice a few things happening in your organization:

- Each leader understands their responsibilities and decision rights.
- Each leader has ownership and follow-through over their responsibilities.
- Friction and role conflict are reduced as clarity increases.
- The organizations begins to build a pipeline of confident, capable leaders.

Success is achieved when excellence is repeated. The MASA Framework delivers a system capable of achieving repeated excellence.

Training leaders only provides them with the skills they need to succeed. Putting together a group of skilled people without a shared mission, rules for working together, and clarity behind the tactical objectives and the long-term strategic vision will only lead to infighting, selfishness, and low trust. You need to create leadership alignment to drive collaboration, shared initiative, and high trust.

Ready to Align Your Leaders?

You don't have to overhaul your org chart or build a new training department. You just need to align what's already there.

Let's talk about how MASA can help.

Book your free MASA Alignment Session

No pressure. Just a conversation to help you get back on course.

About Rick:

Dr. Rick Fearnbaugh is a leadership development expert, Marine Corps veteran, and creator of The MASA Framework. He designed and scaled the leadership pipeline at West Shore Home as the company grew from 600 to 3,000 employees. Rick holds a Doctorate in Strategic Leadership, is certified in Predictive Index, and has a PHR from HRCI. His MASA Framework helps growing businesses align their leadership structure to support accountability, performance, and long-term success. Outside of work, Rick enjoys reading, running, and spending time with his wife and dog.

SCHEDULE A
MEETING

