THE GROWTH GROUP, LLC · CONSULTANTS TO MANAGEMENT

Foundational Wisdom

Twelve themes for CEOs who want leaders who think clearly, choose deliberately, and keep growing

Strategy is only as strong as the people who carry it out

Your plan, systems, and capital are only half the equation. The other half is how leaders think, what they believe about themselves, and how they use their time when no one is watching. That's where organizations often under-invest—and where the biggest gains await.

Only 20%

of employees worldwide were engaged at work in 2025, according to Gallup's State of the Global Workplace research.

What Foundational Wisdom is

A twelve-theme leadership series from Carl F. Hicks, Jr., Ph.D. Each theme pairs a concise article or infographic with reflection and discussion prompts that turn ideas into decisions, conversations, and habits.

Themes draw on Viktor Frankl, Carl Jung, Peter Drucker, Edward Deci and Richard Ryan, Carol Dweck, and leaders including Satya Nadella, Mary Barra, and Alan Mulally—translated into practical language for executives and teams.

What your organization gains

- **Leaders who multiply, not just produce. Executives shift time from Doing and Managing to developing others.**
- **Goals that get finished. Targets rooted in personal meaning and ownership hold up when the quarter gets hard.**
- **Fewer blind spots. Teams question untested beliefs and confirmation bias before they limit results.**
- **A future-ready mindset. AI literacy and a "learn-it-all" culture keep your bench current.**
- **A shared leadership language. Twelve frameworks for meetings, coaching, and reviews.**

How each theme works

1. Read

A short, story-driven article or one-page visual presenting one big idea.

2. Reflect

Questions that test the idea against leaders' own choices.

3. Apply

Practical tools such as daily audits, Magic Cards, and the Growth Loop.

The twelve themes at a glance

THEME 1

What's Your Perspective?

Eight human skills, fifteen questions, and fifteen mindset reframes to turn managers into leaders.

THEME 2

Why AI Literacy Is the New Leadership Advantage

A plain-language AI map and ten capabilities that distinguish leaders who shape change from those who react.

THEME 3

The Career Growth Benefits of a Life-Long, Self-Enforced Probation Period

Why feeling safe can be the most dangerous career moment—and how to keep your first-90-days edge.

THEME 4

How Are You Thinking About the Problem?

A five-step approach to turn the next crisis into an assignment, not an attack.

THEME 5

Goal Achievement: The Path to Success

The Hicks Fix method links what you earn to the life you want and sustains motivation.

THEME 6

From Doing to Leading

A daily audit to move executives from busywork to multiplying their impact.

THEME 7

Confirmation Bias

How untested beliefs limit results—and a four-step loop to break the pattern.

THEME 8

Whose Dream Are You Building?

Why high-output leaders burn out on others' priorities—and how to reclaim ownership.

THEME 9

Nobody Quits Because the Goal Was Too Hard

Six principles explaining why owned goals get finished and assigned goals abandoned.

THEME 10

Doing, Being & Becoming

Why the same activity produces different results—and how leaders build meaning, not motion.

THEME 11

Three Lines, One Choice

Gray, Henley, and Whittier on choosing a worthy prize, owning your response, and acting before the window closes.

THEME 12

Three Perspectives: Frankl, Jung, Hicks

Frankl on meaning, Jung on self-knowledge, and the Hicks Power series on turning both into daily growth and results.

Built as a system, not a list

The themes reinforce one another across three arcs, building a shared leadership language.

Think clearly	Choose deliberately	Keep growing
Themes 1, 4, 7, 11	**Themes 5, 8, 9, 12**	**Themes 2, 3, 6, 10**
Sharper perspective, better questions, fewer blind spots, and courage to act in time.	Owned goals, a "why" strong enough for a hard year, and success on their terms.	AI fluency, a lifelong learner's edge, and multiplying impact through others.

Ways to bring it to your team

Executive coaching

One-on-one coaching with the CEO or senior leaders, framed by the themes.

Leadership team sessions

Facilitated discussions that build alignment and shared language across the leadership team.

Mastermind groups

A monthly theme cohort for high-potential leaders, with reflection and peer accountability.

About Carl F. Hicks, Jr., Ph.D.

Carl is President and CEO of The Growth Group, LLC and its principal management consultant. With more than 35 years in executive coaching and management consulting, he has worked with emerging entrepreneurs through Fortune 100 companies to develop managerial talent, strengthen teams, and improve performance. He holds a Ph.D. in Business Administration and an MBA from the University of Arkansas, plus a BS in Management with distinction from Mississippi State University. Clients across industries include:

Anaconda Aluminum	**Capezio Ballet Makers**	**eMoney Advisor**
EQ Health Solutions	**Fluor Corporation**	**Glycos Biotechnologies**
Guardian Life Insurance	**Lyondell Chemical**	**North American Pipe**
Occidental Petroleum	**Park Avenue Securities**	**Texas Petrochemicals**
The World Bank	**U.S. Dept. of Agriculture**	**Verizon/Skytel**
Viking Range	**Wesley Medical Center**	**Westlake Chemical**
West Hempstead Union Free School District	**BMO-Harris Bank**	**Virginia Distillery Company**

Start the conversation

Which of these twelve themes would make the biggest difference for your leadership team this year?

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Source: Gallup, State of the Global Workplace, gallup.com/workplace/708071. Biography: thehicksfix.com/about-carl.