

ON TARGET TRANSFORMATION FRAMEWORK™

The five-phase formation arc behind every engagement — the architecture that takes leaders from confusion to consequential impact.

Most organizations invest in training events, not formation. On Target Coaching & Consulting was built on a different premise: lasting leadership transformation requires identity work before skill work, and sustained application before measurable change. Every engagement moves through the same arc:

Confusion → Clarity → Conviction → Consistency → Impact

The Five Phases

1	ALIGN	<i>Identity + Intent.</i> Establish clarity of leadership calling, mission alignment, and desired transformation outcomes.
2	AWAKEN	<i>Awareness + Disruption.</i> Challenge existing mental models, expose blind spots, create the shifts that make growth possible.
3	ACTIVATE	<i>Skill + Strategy.</i> Equip leaders with proprietary tools tied directly to their real organizational challenges.
4	APPLY	<i>Execution in Real Time.</i> Move learning into the actual flow of work, with accountability structures that hold the gain.
5	AMPLIFY	<i>Sustain + Multiply.</i> Build reinforcement systems and develop the leader's capacity to develop others.

Most Firms Train Leaders. We Form Them.

Every On Target engagement — Executive, Kingdom CEO, or Nonprofit — moves through this same arc.

reggie@ontargetcoachingconsulting.com · ontargetcoachingconsulting.com · 336-501-5828