

— INTRODUCING

# The Drift Audit.™

What your leaders allow under pressure **is your actual culture.**

Most CEOs don't have a culture problem. They have a behavior problem they can't see from where they sit. The Drift Audit™ is how they find it. Fourteen days. A written map. A clear next step.



**THE DELIVERABLES**  
DRIFT MAP · PRESCRIPTIONS · PATH FORWARD

**THE FOURTEEN DAYS** · Fixed scope. Not a survey. Not coaching.



**DAY 1**  
Kickoff · 40-question diagnostic



**DAYS 2-10**  
4-6 confidential leader interviews



**DAYS 11-13**  
Cross-leader pattern analysis



**DAY 14**  
90-min debrief · documents · path forward

§ **THE SIX DIMENSIONS MEASURED**

*Where drift hides, and how we name it.*

- 01 Winning Clarity**  
Shared clearly, or interpreted privately.
- 02 Identity Discipline**  
Held under pressure, not just on calm days.
- 03 Behavior Standards**  
Observable behaviors, not floating values.
- 04 Tolerance Patterns**  
What's said vs. what's actually allowed.
- 05 Standards Enforcement**  
Accountability when you aren't in the room.
- 06 Performance Predictability**  
System-driven, or carried by two or three.

§ **YOU ALREADY SENSE IT**

*Any of these sound familiar?*

- 01** A leader agrees in the room and contradicts it in the hallway. Nobody pushes back.
- 02** The team hits the number, and the people who built that system are quietly leaving.
- 03** You've stated the standard six times. It's still not holding under pressure.
- 04** You suspect someone is drifting. You can see it. You can't name it.

**WHY IT MATTERS**

**Two or more of those?** That's drift. And drift is invisible to the people inside it. The Drift Audit™ names it while you still have time to decide what to do.

**APPLY → [lowiszleadership.com/drift-audit](https://lowiszleadership.com/drift-audit)**

**CALL → 734.521.2800**

— YOUR ROADMAP

# A named diagnosis. A thirty-day prescription. A decisive next step.



In fourteen days, vague culture frustrations become named behavior patterns, each with a thirty-day fix and a clear next step. Here's what walks out with you:

<p>01 <b>The Drift Map</b> <b>WHAT'S ACTUALLY DRIFTING</b></p> <p>6–10 pages of executive prose naming which of the six dimensions are <b>holding, drifting, or broken</b>. Which leader behaviors are driving each finding. Where stated standards and allowed behaviors diverge. The three patterns that matter most.</p>	<p>02 <b>Three Behavioral Prescriptions</b> <b>WHAT TO CHANGE IN 30 DAYS</b></p> <p>Three specific behavior changes to implement in 30 days, with <b>observable signals</b> so you know when each is working. Not platitudes. Not frameworks. Measurable shifts, written so leaders can execute without translation.</p>	<p>03 <b>The Path Forward</b> <b>YOUR CLEAR NEXT MOVE</b></p> <p>A clear, one-page recommendation on the right next move. One of three paths forward, delivered plainly.</p> <p><b>COHORT INSTALL</b></p> <p><b>ENTERPRISE INSTALL</b></p> <p><b>NOT READY</b></p>
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§ WHAT THIS IS NOT

*The Drift Audit replaces none of these. It tells you whether you even need them.*

<b>Engagement surveys</b>	tell you how people feel. They don't tell you what leaders are allowing under pressure.
<b>Executive coaching</b>	works one-on-one with one leader. The audit gives organization-wide pattern analysis across 8-12.
<b>Consulting engagements</b>	cost \$75K-\$250K over 6-12 months and deliver opinion. The audit is \$12,500, fourteen days, and delivers named behaviors.
<b>Leadership training</b>	teaches what the standard should be. It doesn't show you where the standard is actually breaking.

**THE DRIFT AUDIT STANDARD**

*"If a finding can't be named in a sentence and acted on in thirty days, it doesn't belong in the audit."*

**STEVE LOWISZ** FOUNDER · LOWISZ LEADERSHIP INSTITUTE

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**THE MATH**

**Less than one month of the wrong executive's compensation. Less than the loaded cost of one wrong director-level hire.**

Less than a missed quarter caused by a leadership team running contradictory playbooks.  
Less than what a strategy firm charges for the first slide deck.

**\$12,500**  
FIXED · APPLICATION ONLY

**BEGIN HERE**

**Apply for a Drift Audit.**

THE ONE QUALIFYING QUESTION

*What is the specific behavior you can't get your leaders to hold under pressure?*

Personal review within three business days. You'll hear back either way.

→ [lowiszleadership.com/drift-audit](https://lowiszleadership.com/drift-audit)

**OR, START WITH**

**A 45-minute scoping call.**

Not a sales call. Tells us whether the audit is the right fit, or whether a different conversation is.

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