

# W.I.L.L.O.W.™ Organizational Insight Framework

The W.I.L.L.O.W.™ framework provides a comprehensive approach to assessing and enhancing organizational health. This structured evaluation tool helps identify strengths and growth opportunities across six essential dimensions of leadership and culture.



## Wholeness

Empowering team members to bring their full selves to work by embedding well-being and self-leadership within your culture. Focuses on emotional intelligence and personal/professional integration.



## Integrity

Ensuring leaders model the values they promote while consistently building and maintaining trust across the organization. Addresses alignment between stated values and decision-making.



## Leadership Vision

Establishing a clear, compelling vision that guides your team while positioning leaders as culture shapers rather than reactors. Emphasizes strategic clarity and future-focused leadership.



## Leverage

Maximizing systems, strengths, and roles to help the organization operate at full potential rather than simply maintaining status quo. Focuses on optimization and role clarity.



## Ownership

Developing a culture where individuals take responsibility for results and accountability is shared, eliminating silos and blame. Centers on engagement and growth mindset.



## Way Forward

Preparing the organization for growth and change by establishing clarity in how to evolve, adapt, and improve together. Emphasizes change-readiness and continuous learning.

Each dimension offers specific coaching approaches, from mindful leadership and culture audits to team assessments and change management strategies. By systematically evaluating these six areas, organizations can identify targeted interventions that drive sustainable performance and cultural excellence.



by Sarah Townsend