



**People IQ for Healthy,
Accountable and Self-
Differentiated Leadership**

Company and Services Overview
Spring 2026



Who We Are

PIQ Strategies partners with executives to build and install leadership capability systems for growing organizations from 5 to 500+ employees, where founders and over-burdened HR leaders realize growth has outstripped capacity and who need a sensible, simple and scalable approach to development.



Mission

We develop healthy, self-differentiated leaders who build durable, high-performing organizations.



Vision

Communities are transformed when people show up to work at their best - feeling seen, valued, and developed - led by healthy and intentional leaders who invest in themselves and build teams that perform.



Values

PIQ Strategies is driven by the core values of collaboration, authenticity, integrity, creativity, and excellence

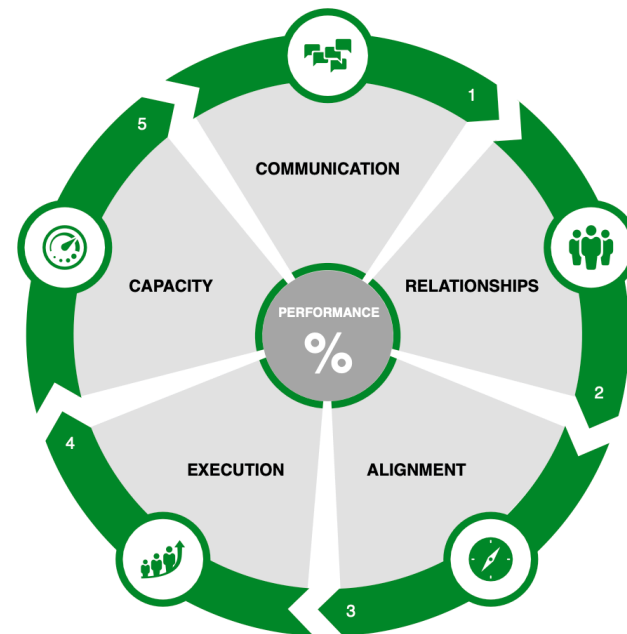
The Goal? Capacity Building

Execution and capacity matter to you. If they didn't you wouldn't be reading this.

Any investment into your business has to be about **generating improved outcomes** and PIQ Strategies entire model is about unlocking team performance.

We work together to ensure your organizational capacity is expanding through our simple, scalable and sustainable approach to development.

MAXIMIZING TEAM PERFORMANCE



GIANT

© GIANT Worldwide

Our Services

PIQ Strategies exists to help leaders with the people part of the work. We specialize in leadership and management development strategies, bridging adaptive skills development that empower leaders to do the difficult people work more effectively with the systems and processes that reinforce culture daily.



1:1 Coaching



**Group Learning and
Facilitation**



Strategic Consulting

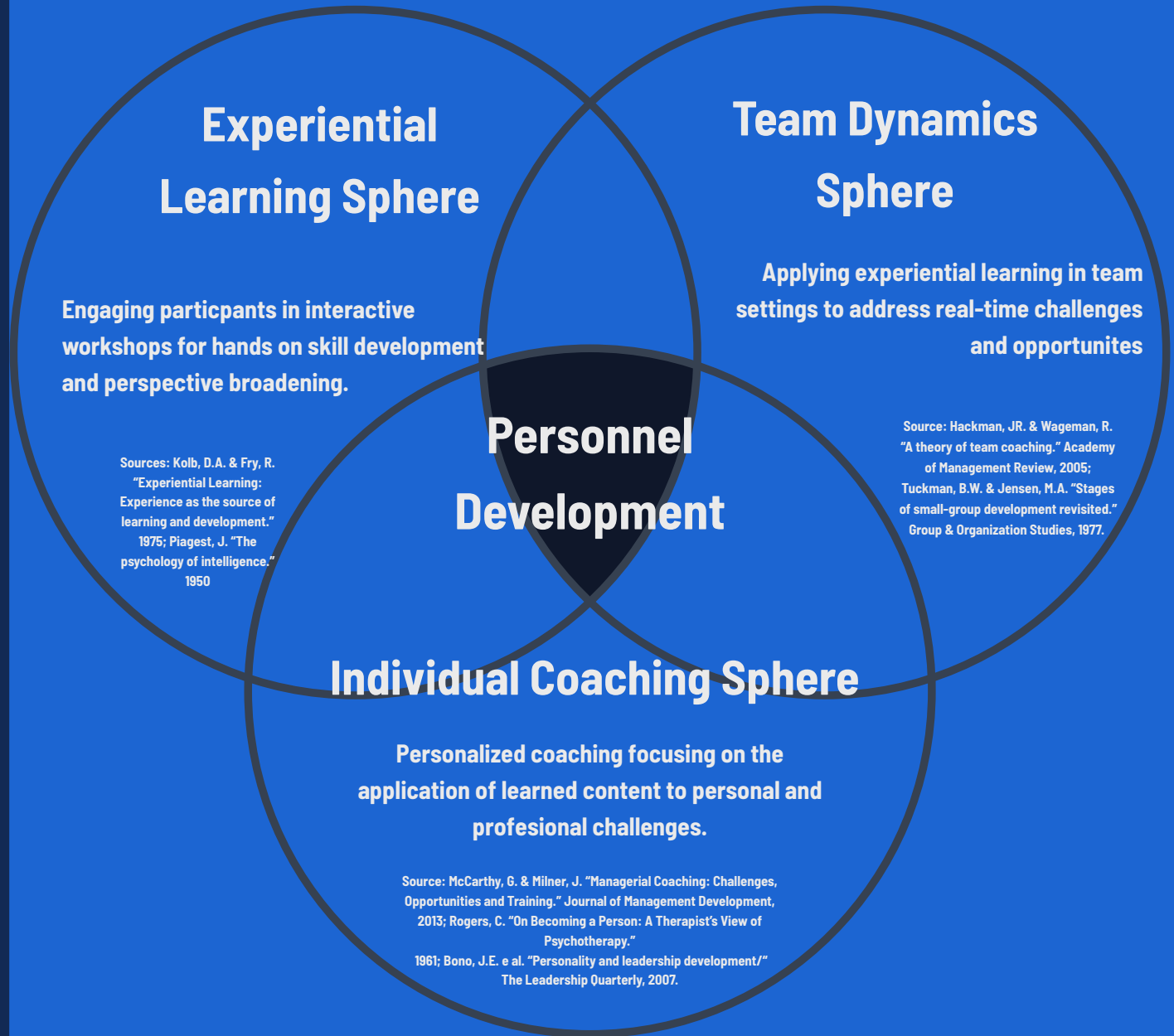


Assessment

Theory of Action

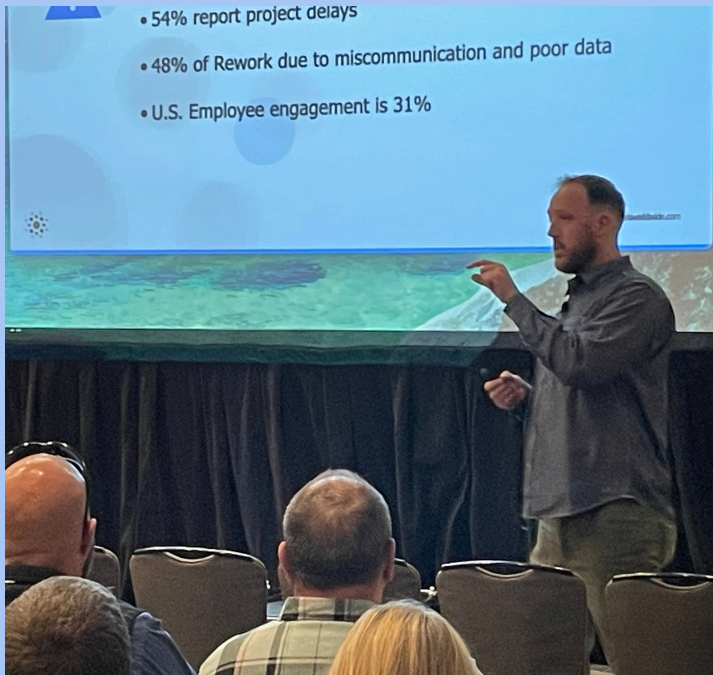
The Three Spheres Development Model™, as developed by Motiv Strategies, serves as a guide for constructing effective personnel development structures within an organization.

Each research-grounded sphere is integrated across PIQ Strategies engagements and serves to build personnel, and therefore organizational, capacity through intentional development.



What Makes Us Unique?

We integrate practices that intersect with proven traditional psycho-social tools alongside systems theory. Our North Star is to ensure we bring an approach to our clients that catalyzes **transformation**, not just inspiration.



Challenge

Our model is **built to bring challenge to individuals and teams**. Our work focuses on communication, anxiety, and relational dynamics and help people move from more surface-level insights to interior-level change.

Scalable

We utilize tools and concepts that are **visual, sticky and transferable**. A lot of leadership develop fails to take hold because of complexity. By installing a common language all levels of the organization can be part of transformation.



Measurable

Results matter. Investing in people development is not, nor can be, purely a theoretical exercise. PIQ Strategies approach is designed to generate outcomes and we use **tools that measure growth**.



1:1 Coaching

In the age of AI, leaders are navigating an entirely different environment and as such, coaching needs to evolve to meet the moment. PIQ Strategies executive coaching is uniquely positioned to tackle the skills leaders need most right now: communication amidst ambiguity, decision-making under pressure, and developing self and others – all while remaining healthy as a leader.

Our Approach

We take a holistic approach to coaching, integrating strategies to better understand our nature, nurture and choices as humans. We coach towards outcomes, utilizing psycho-social tools from GiANT Worldwide and a systems approach to understanding behaviors and relational dynamics drawing from Bowen Family Systems Theory.

Engagement Types

Coaching arrangements range from 5 sessions to year-long engagements, with options to customize and modify to meet the needs of each individual. Rates are competitive and customized to meet each arrangement based on frequency, experience level, non-profit status and overall scope of arrangement.

Expert Insights

Josh Hugo, founder and principal coach and consultant, is a certified GiANT Guide and coach, and has spent over 15 years in the field coaching and developing leaders and professionals across multiple industries. Current clients include executives across education, legal, manufacturing, construction and non-profit industries.

Group Development

Practical, interactive sessions that help leaders and teams communicate more clearly, work more collaboratively, and lead with greater purpose.

Orgs in Motion

Our Flagship Training Program, [Orgs in Motion](#) is a 6-Part workshop series that equips your team with a common language to improve communication, collaboration, and trust—so every voice is heard and valued.

Leader Academy

Designed specifically for leaders, the 5 Voices for Leader Academy series deepens leadership impact through self-awareness, influence, and communication insights tailored to each leader's natural voice. Assessments included.

Altitude Training

A 10-50 session leadership development series featuring 45-minute sessions delivered weekly or biweekly. Designed for small groups of leaders, it builds the capacity to “lead at altitude”—from personal awareness to team health and strategic execution. ([Watch a short video here](#), too)

Off-Sites & Retreats

Facilitated experiences that create clarity, alignment, and renewed energy across your team. Designed to strengthen connection and purpose while aligning people and strategy.

Custom Workshops and Keynotes

Tailored, single-session experiences designed around your organization's specific leadership or culture goals—available in 90-minute, half-day, or full-day formats.

The following are samples of workshops we have built and delivered for organizations.



Inside: Out Leadership



The Influence Model



Self-Differentiated Leadership Under Pressure



The Art of Collaboration



Beyond Burnout: Developing Others



Decoding Communication

Strategic Consulting

Comprehensive engagements that strengthen leaders and systems. We work together to align your organization's goals with its leadership, culture, and systems. Together, we clarify success, remove barriers, and design a plan that builds people and drives performance.

Team Assessments

Gain clarity on your team's health and performance using the GiANT Team Performance Assessment coupled with the GiANT OS system for visualization and ongoing engagement tools.

Systems Review

Align your rhythms, processes, and communication systems to reinforce the culture and outcomes you want.

We offer a People Strategies audit process that provides deep insight into the health and efficacy of processes and systems that support the development of your people.

Custom Projects

As engagements evolve, we often learn that certain tools, systems, and processes need to be designed or modified. Common tools and processes include:

- Developing Custom Leadership Competencies
- Performance Management Frameworks
- Onboarding Model and Tools
- OKR and Strategic Planning

A Typical Engagement

A sample 12-24 month initial journey to transform leaders, managers, teams and the organization.



Engagements beyond the initial scope may integrate greater depth, targeted skill development, expanding audience, strategic consulting, implementation support and ongoing coaching

Why Invest?

Most retention, engagement, and execution problems are not only system issues. They are leadership and management challenges. There is nothing “soft” about investing in people development. Organizations that do see a concrete impact to their bottom line. (Mckinsey & Gallup)



Increase Retention

Pay explains only 16% of why people quit—**culture, manager support, growth, and being valued explain over 70%**. Each employee exit costs the business anywhere between 50%-200% of an employee's annual salary.

Deepen Engagement

Managers account for **70% of the variance** in employee engagement.

Economic Profitability

Highly engaged teams **deliver 23% higher profitability and grow profits up to 3x over competitors.**

About Josh

Josh Hugo is the founder of PIQ Strategies and a people strategy advisor with nearly two decades of experience strengthening leadership capability in complex organizations.

Josh blends theory with real lived experience, carrying 15 years of senior leadership at DSST Public Schools where he led teams of 60+ staff and thousands of stakeholders. His experience includes building scalable systems for hiring, onboarding, performance management, and leadership development. He later held product and strategy roles at a FTSE 100 education technology company, partnering with executives to scale initiatives and align teams through change.

Josh is a certified GiANT Guide, utilizing the 5 Voices for Teams model. He also is a practitioner of Bowen Family Systems Theory, grounded in building self-differentiated leaders who can navigate relational dynamics with confidence and ownership.



Josh Hugo, M. Ed
Founder and Principal
Consultant

Our Partners

We are consistently growing our partner relationships and maintain strong relationships across experts in HR, operations, finance, business operations, EOS, and leadership development to ensure our clients get the very best for their business.

We partner with GiANT Worldwide to provide high-quality content, including the 5 Voices, used by companies and organizations across the globe, including Fortune 500 companies, Nike, Pfizer, Delta, the USAF, and Chik-Fil-A. We partner with a number of GIANT guides to support larger engagements.

Additionally, we partner with Workplace, a company providing real-time insights to the communication on your team, measuring culture in quantitative and proprietary ways.

StratCNX, where Josh is a CNX Strategist, provides OKR and Strategic Planning software, alongside strategic advising and support.



Customer Testimonials

At PIQ Strategies, we pride ourselves on delivering superior client outcomes. Here are some testimonials that speak to the quality of our services and the trust our clients place in us.

“After coaching, I felt like a Zen Master navigating a challenging meeting.”

B. Porterfield-Finn, City Government

“The 5 Voices framework was eye-opening. Understanding how I’m wired—and how my colleague may be wired differently—showed me how much potential we have when we lean into each other’s strengths intentionally.”

N. Merz, Director of Learning Services

“This was an excellent leadership team exercise—interactive, reflective, and well-facilitated. It helped me think deeply about being more intentional with how I support and challenge others.”

H. Stuart, Program Director - Health Care

Who We Serve

Clients we serve include organizations in education, manufacturing, health care, legal, construction, government, and enterprise software.

Below are just some of the organizations with whom we have led speaking, coaching, training, and consulting engagements.



Contact Us



Thank you for taking the time to learn more about the work we are doing at PIQ Strategies. We are excited about the opportunities ahead and look forward to collaborating with partners, clients, and stakeholders who share our vision for innovation and excellence.



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RESEARCH

1. G&A Partners. “How Much Does Employee Turnover Really Cost Your Business?”

Estimated turnover cost for entry-level employees = 30–50% of salary.

<https://www.gnapartners.com/resources/articles/how-much-does-employee-turnover-really-cost-your-business>

2. Gallup. “Why the Onboarding Experience Is Key for Retention.”

Only 12% of employees strongly agree their company does a great job onboarding.

<https://www.gallup.com/workplace/235121/why-onboarding-experience-key-retention.aspx>

3. Applauz. “Employee Engagement Statistics.”

Disengaged employees cost U.S. companies \$1.9 trillion annually.

<https://www.applauz.me/resources/employee-engagement-statistics>

4. Gallup. Employee Retention & Attraction Report (2024).

“Pay/Benefits” = 16% of quitting reasons; culture, engagement, well-being, work-life balance = nearly 70%.

<https://www.gallup.com/467702/indicator-employee-retention-attraction.aspx>

5. Gallup. “State of the American Manager.”

Managers account for 70% of the variance in employee engagement.

<https://www.gallup.com/workplace/236366/state-american-manager.aspx>

6. Gallup. “Improve Employee Engagement in the Workplace.”

Engaged teams deliver 23% higher profitability and 18% higher productivity.

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