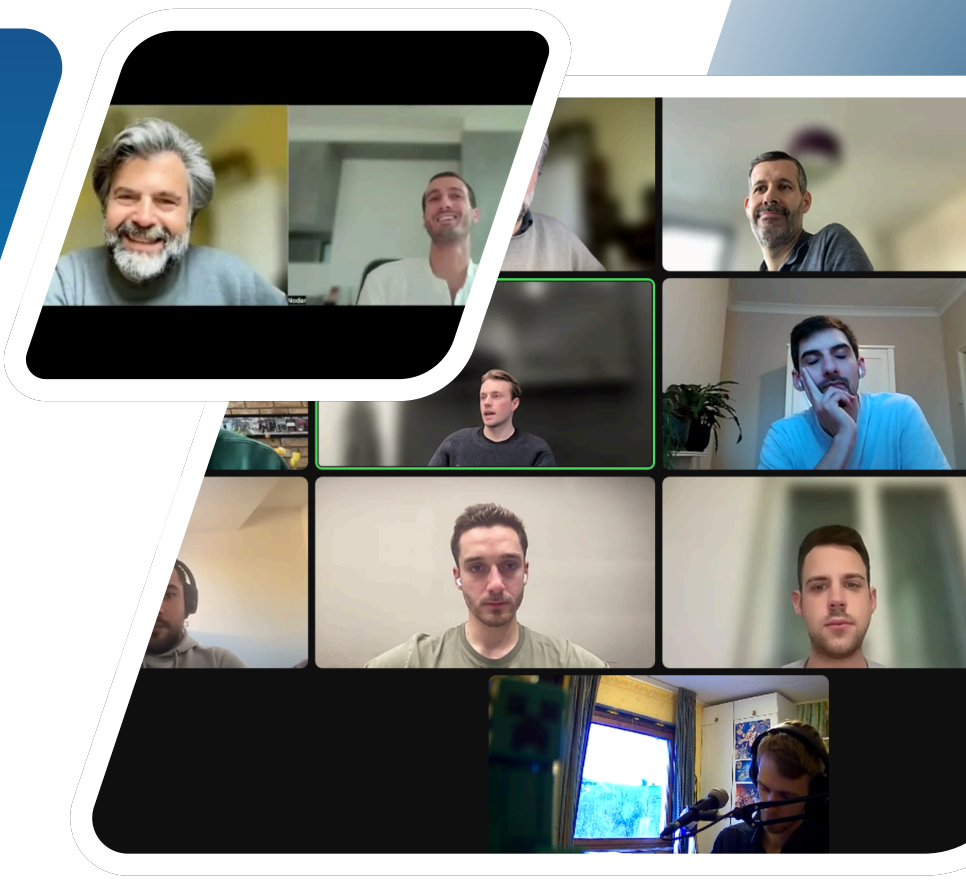
From Coherence to Impact: Accelerating Growth with Heart Leadership

Base Case:

- **Culture Diagnostics**
- **Top Problem Statement**
- **Heart Leadership - In Action**
- **Key Outcomes**

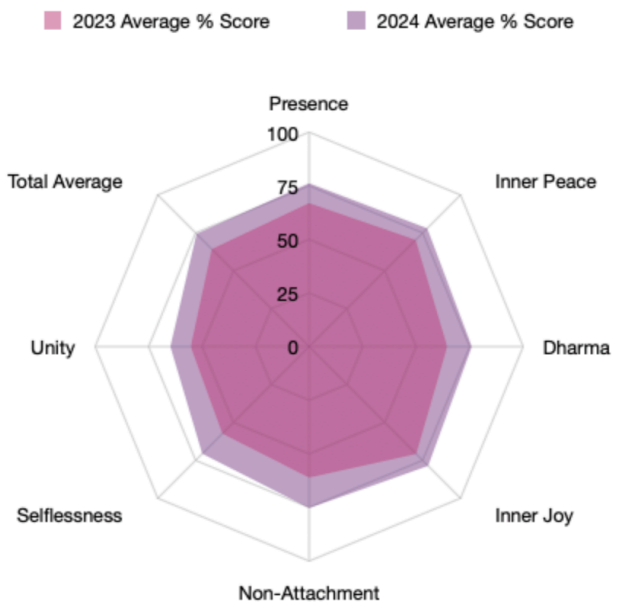


Capturing the transformative journey of a Y Combinator-backed global AI leader in embracing ***Heart Leadership principles.*** It highlights how cultivating greater internal coherence—aligning actions with core values—has led to ***deeper impact across the organization***. By integrating active practice, the team has ***strengthened collaboration, streamlined operations***, and ***laid a foundation for sustainable growth***. Through this values-driven execution, Shuttle has achieved meaningful outcomes, de-risked operations, fostered authentic community engagement, and positioned itself for continued expansion.

From Coherence...

+12% Coherence Growth

+600% Impact Growth



Shuttle, a YC Combinator startup in the AI industry, embarked on a leadership transformation journey. The founder, with 5-8 years of leadership experience, initially led with a charismatic and consensus-driven approach but struggled with occasional autocratic tendencies and micromanagement. These leadership challenges contributed to persistent stress and recurring business difficulties.

Key Leadership Challenges

- Stagnant growth.
- Low engagement due to lack of unified company values and direction.
- Team tensions due to unclear roles and ineffective communication.

Implementation of Heart Leadership Principles

Heartful leadership workshops and cohorts for teams and leaders | Clarification of company mission, vision, and core values
Enhanced planning aligned with these values | Establishing transparent and open communication channels.

Challenges Encountered

The **visible real-time progress** of the early adopters gradually eased the skepticism of those initially hesitant about the Heart Leadership principles.

Expansion Plans

The company is expanding its focus on commercial users and organizations, leveraging Heart Leadership to shape hiring practices and long-term strategic goals. To deepen its commitment, it has **signed a new year-long agreement** and doubled its investment in Heart Leadership practices.

Impact

Heart Leadership practice has laid a strong foundation for sustainable growth.

Heart Leadership is now considered a **competitive advantage** by the management.

Conclusion

Heart Leadership has been a transformational force for Shuttle, fostering clarity, alignment, and sustainable growth. This case highlights **the power of Coherence in overcoming business challenges and achieving long-term success**.

...To Impact

- **Accelerated Business Growth**: The improved alignment with Heart Leadership values contributed to faster fundraising success, reinforcing investor and stakeholder confidence and contributed to a *600% clients increase*.
- **Consistent Productivity Acceleration**: The team's enhanced emotional resilience, inner peace, and focus led to sustained and measurable improvements in performance with *85% of team now aligned on roles and mission*.
- **Heart Leadership as a Competitive Advantage**: The company successfully integrated HL into hiring strategies and long-term growth plans, positioning it as a key driver of organisational success.
- **Increased Coherence & Alignment**: The team demonstrated a *+10% year-over-year growth* in Heart Leadership principles, reflecting greater internal alignment and collective synergy.
- **Strengthened Presence & Engagement** indicating improved mindfulness, focus, and active participation in both personal and professional settings, translating into *70% reporting better stress management and mindset shift*.
- **Greater Purpose & Adaptability**: Non-Attachment and Dharma showed the highest growth, highlighting a shift toward embracing uncertainty and a deeper connection to purpose-driven work.

info@tapuat.com
Tapuat
Tapuat
_tapuat

© 2025 Tapuat PBC – All Rights Reserved