

DO NOT
DUPLICATE

CREATING CUSTOMER VALUE

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~ An Eight Stage - Totally Integrated - Sustained Systems Solution ~

"A Yearly Strategic Management System – Creating Sustained Business Excellence and Superior Financial Results"

Part I - Goal #1: (20% Effort: Cascade of Planning)

Phases E-A-B-C: Develop Plans and Documents

Part II - Goal #2: (40% Effort: Cascade of Change)

Phase D: Ensure Successful Enterprise-Wide Change

Stage I:

Step #1

- Environmental Scan
- Executive Briefing
- Plan-To-Plan
- Support Cadre Trained
- Strategic IQ Assessment

"Smart Start":
Customer Focused
Strategic Thinking

"Sustain Results"
vs. 75% EWC Fails

Stage II:

Steps #2-5

- Positioning
- Measurement
- Enterprise Assessment
- Customer-Focused
- Competitive Strategies
- Alignment
- Attunement
- Leadership Development System

"Strategic Thinking
and
Strategic Planning"

Stage III:

Steps #6-7

- Three-Year Business Plans
- Annual Priorities & Plans - Budgets
- Personal Leadership Plans
- Performance/Management System

"Business and
Annual Plans"
Budgets

Executive Briefing
Bridging the Gap

Stage IV:

Step #8

- Change Game Plan
- Plan-to-Implement
- Capacity Building
- Blow-Out Bureaucracy & Simplicity
- Culture Change Game Plan

"Smart Start"
Strategic Change

Stage V:

Step #9

- Change Leadership Team
- Strategic Management Office
- Project Management Teams
- Waves of Change
- Continuous Improvement Teams

"Enterprise-Wide Change"
(Implementation)

Stage VI:

Step #10

- Strategic IQ Audit
- Annual Strategic Review
- Capacity Building
- Creating Customer Value (H Results)

"Star Results"

Part III - Goal #3: (40% Effort: Year After Year: Strategic Change)

Stage VIII: Year Three

Institutionalize Changes
Superior Customer/Financial Results

• Top 9 Long-Term Change Issues

Stage VII: Year Two

Business Excellence,
Execution and Cultural Change

• Top 9 Standard Change Issues

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