

# StratX™

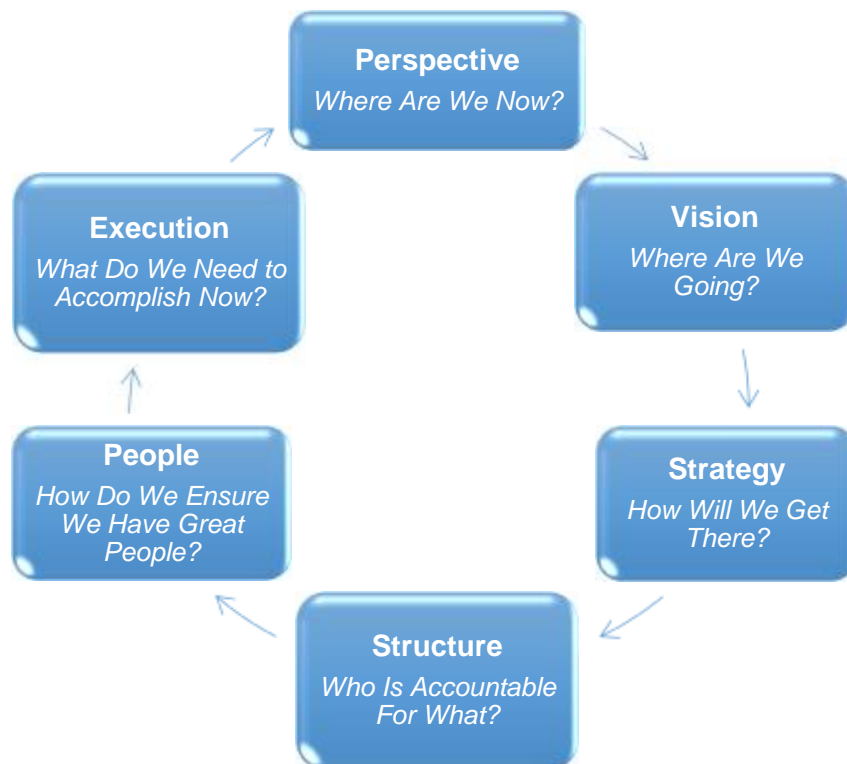
## *Making vision real through strategy execution*

Too many organizations fail to connect their vision, strategy, action and performance resulting in unrealized vision. One leading cause of poor business performance is a piecemeal, disconnected approach to strategic planning & execution. StratX™ builds execution into visioning and strategy creation from the beginning. StratX™ distills the best theory of leading business authors such as Jim Collins, Patrick Lencioni and Peter Drucker into a harmonized set of practical, real world tools that are installed as a strategic execution system.

StratX™ also incorporates the human element. Participants experience fair process in that those responsible for producing desired results are involved in the creation of the strategy & plan. StratX™ allows disciplined people, to engage in disciplined thought leading to disciplined action, initially at the company-wide level and eventually throughout the entire organization.

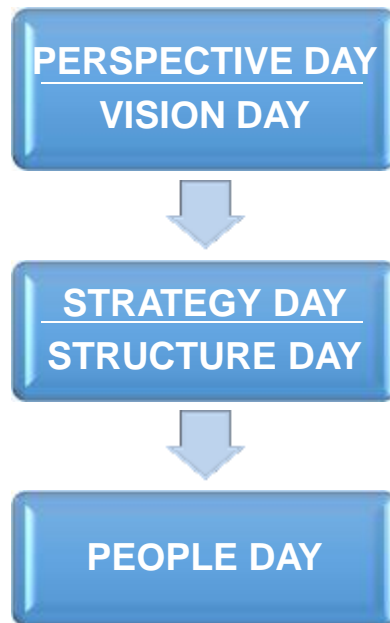
## StratX Model™

The StratX Model™ is comprised of six interrelated phases that cumulatively build upon each other.



# StratX Journey™

We facilitate each session using a Socratic style of questioning believing that the answers for how to run a better business are within your team - our role is simply to draw those answers out and help hold your team accountable for executing the strategy and plan over the long run.





### ***PERSPECTIVE DAY: Where are we now?***

The journey begins with a day with your leadership team to gain perspective on the past, present and future realities of your business.

Perspective Tools:

- Thinking Wavelength
- Historical Milestones
- Turning Points
- Turning Point Learnings
- What is our Business?
- 4 Helpful Questions
- External Patterns & Trends
- Life Cycle Analysis
- Fountain of Youth
- Opportunity-Risk Assessment

Optional Tools:

- 4 Helpful Questions for employees, customers and other stakeholders

### ***VISION DAY: Where are we going?***



Teams that have gained greater perspective are now equipped to clarify their preferred picture of the future.

Vision Tools:

- Core Values
- Long Range Goal
- 3-Year Vision
- Hedgehog Concept

Additional Tools:

- Rocks
- The Weekly Meeting
- Dashboard

### ***STRATEGY DAY: How will we get there?***

Approximately 30 days after the Perspective & Vision sessions, we review all of the tools covered to date, and begin clarifying the business' strategy.

Strategy Tools:

- Our Flywheel
- Brand & Marketing Principles
- 1 Year Plan
- Quarterly Rocks
- Long Term Issues

Optional Tools:

- Blue Ocean Strategy

### ***STRUCTURE DAY: Who is accountable for what?***

The cumulative work of the prior sessions allows your leadership team to deductively clarify the organizational structure needed to achieve the organization's vision and strategy.

Structure Tools:

- Organizational Accountability Chart

### ***PEOPLE DAY: How do we ensure we have great people?***

Now that we have clarified the business' vision, strategy & structure, we need to ensure we have the right people in the right seats.

People Tools:

- The Five Behaviors of a Cohesive Team™ assessment results
- Right People, Right Seats Tool
- Operationalizing Culture
- StratX™ Departmental Rollout

Optional Tools:

- 5 Behaviors of a Cohesive Team™ workshop
- Assessments: Discover your strengths and blind spots by utilizing insightful assessments such as DiSC & EQ-i.

### ***QUARTERLY EXECUTION: What do we need to accomplish this quarter?***

Once per quarter, we facilitate your leadership team through a full day session to review the prior quarter's results, ensure we are on the same page with vision & strategy, establish new Quarterly Rocks, and solve the most critical issues facing your business.

Quarterly Execution Tools:

- Review prior Quarter
- Review Vision & Strategy
- StratX™ Tools Review
- Update Issues List
- Establish new Quarterly Rocks
- Solve issues

### ***ANNUAL PLANNING: What do we need to accomplish this year?***

Our approach to annual planning is to renew where necessary the vision, strategy, and structure with an emphasis on updating the 3-Year Vision and creating a new 1-Year Plan.

Annual Planning Tools:

- Review prior Quarter & Year
- The Five Behaviors of a Cohesive Team™
- Update Perspective Tools
- Update Issues List
- Review & Update Vision & Strategy
- Establish new 1-Year Plan

- Establish new Quarterly Rocks
- Solve issues