

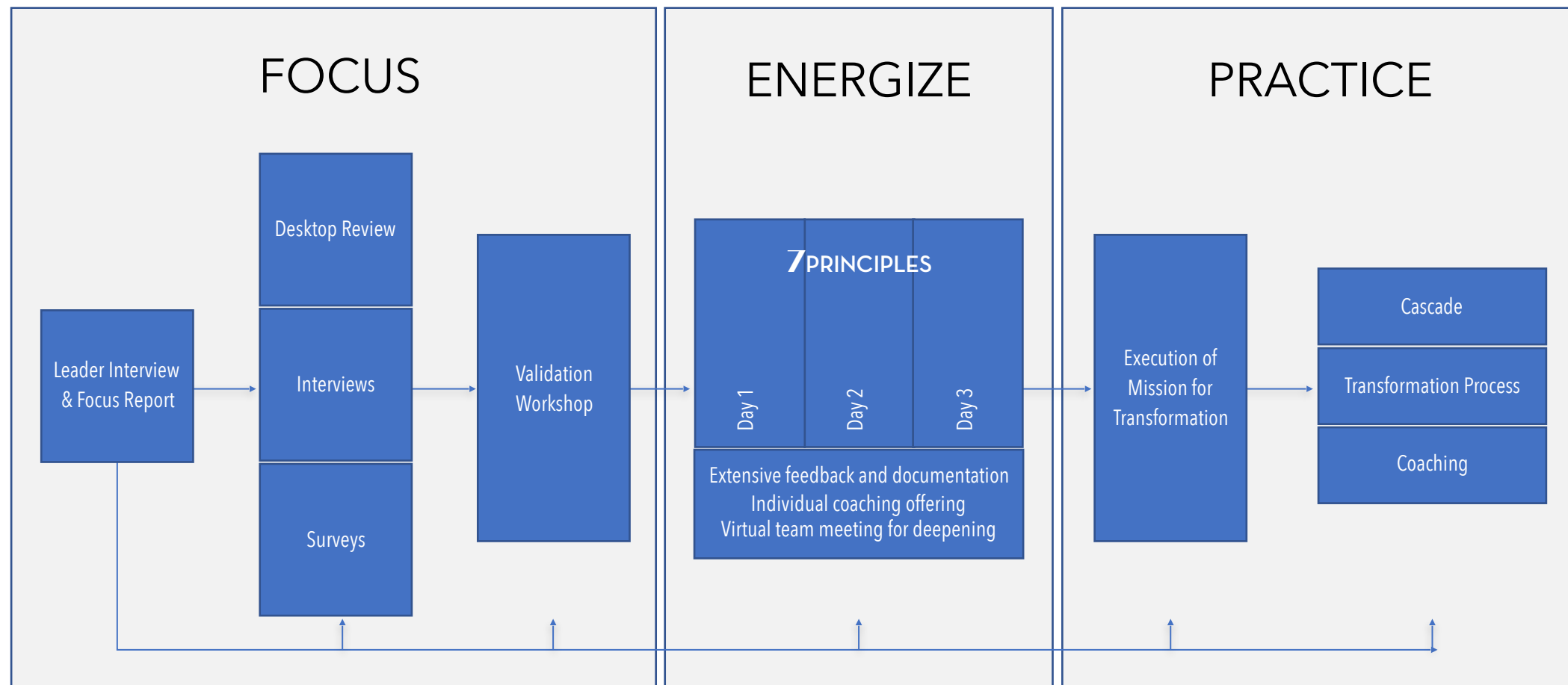


INTEGRATE CHANGE

7 PRINCIPLES **LAB**



7 PRINCIPLES LAB





▶ Leader Interview

- Initialization through Interview with Leader
- The Leader is typically also the buyer of the program
- Focus report as means of feedback

▶ Desktop Review

- Collecting and analyzing public available company, organization, product, solution, competitive and customer documents
- Analyzing additional documents received from Leader or other people of the organization
- Excerpt information into one document, prioritizing and aligning with Leader Interview

▶ Interviews

- All participants will be interviewed via telephone or virtual meeting for 15-30 min based on 5-7 open questions to receive personal opinions, insights and emotions
- Executing interviews with active listening mode
- Summarizing results as preparation and input for workshop

▶ Surveys

- All participants are answering a set of questions via an online tool
- Allowing standardized answers and analysis providing additional insight for preparing the workshop

▶ Re-calibration with Leader

- Re-calibration of findings in *Focus Modul* with Leader formulating a final view



- ▶ 3 - day intense highly customized on-site **7** PRINCIPLES lab
- ▶ Based on Leader and team feedback during *Focus Modul*
- ▶ Management team will go through a complete cycle: from Where to Why
 - A journey for each manager personally to learn identifying and utilizing his own strength and capabilities
 - A journey where managers will develop to true Leaders to build and coach teams to become a self-learning organization
 - Participant will grow into the role of a Change Leader
- ▶ At the end of the **7** PRINCIPLES lab Leadership team has a list of documented minimum outcomes for immediate execution with their teams:
 - Mission for Transformation
 - Community of Practice (CoP) Guide
 - Min. 8 live opportunities reviewed with Opportunity Visualization method resulting in a clear action plan per opportunity
 - Elevator Pitch build from Leadership Team no longer than 30 sec.
 - Value statements for products/services and/or products/services lines with clear focus of Leadership team on its market situation
 - List of potential new reference accounts with a clear action plan per potential new reference
 - Guideline build by Leadership team about key measures for implementing Account Planning
- ▶ Individual coaching for all participants to help deepening of workshop
 - Package of total 1 man day worth of individual coaching time available to every participant
 - 2 virtual team meetings (1 hr each) to get feedback on progress, issues, successes



▶ Execution of Mission of Transformation

- Every participant and Change Leader will implement Mission of Transformation with his/her organization
- Cascading via internal workshops and coaching done by the Change Leader

▶ Ongoing guiding and super-visioning of Transformation

- 1-to-1 coaching for Change Leader
- Providing deepening workshop on selected parts of the **7** PRINCIPLES lab for Change Leaders
- Providing similar **7** PRINCIPLES lab or boot-camp for team/sub-organization of Change Leader
- Any other requested 1-to-1 or team coaching