

PROGRAM DELIVERY FRAMEWORK

Phase 1	Phase 2					Phase 3
<p>Pre-Workshop Planning (One Day)</p> <p>Co-Diagnosis of current company situation, critical challenges and opportunities</p> <p style="text-align: center;">and</p> <p>Co-Design of workshop focus, emphasis</p> <p style="text-align: center;">with</p> <p>Company leadership and management team / functional department heads / training staff</p>	<p>Concept/Context Workshops Delivery</p> <p>Mornings (8a - noon)</p> <p>Principles and Practices</p> <hr/> <p>Afternoons (1p - 5p)</p> <p>Company Context Grounding</p>	<p>Day 1 Marketing</p> <p>- the theory of the business -</p> <p>... is about finding and keeping <i>customers</i>.</p> <hr/> <p>How do we understand customer needs</p> <p>... identify key target markets to cultivate</p> <p>... translate market plans into sales execution</p> <p>... inform and focus all departments on customers?</p>	<p>Day 2 Operations</p> <p>- the logic of the business -</p> <p>... is about delivering the right <i>products</i>.</p> <hr/> <p>How do we know our operations are aligned</p> <p>... our products designed to satisfy customers</p> <p>... our processes performing optimally</p> <p>... and continuously improving?</p>	<p>Day 3 Finance</p> <p>- the language of the business -</p> <p>... is about making sound decisions with <i>money</i>.</p> <hr/> <p>How do we know if we are making money</p> <p>... building and guided by useful operating budgets</p> <p>... equating time and money in capital decisions</p> <p>... choosing the most profitable products and processes?</p>	<p>Day 4 Purpose/Culture</p> <p>- the beliefs and behaviors of the business -</p> <p>... is about aligning the intentions of <i>people</i>.</p> <hr/> <p>How do we assure a balanced perspective</p> <p>... consistent and focused behaviors</p> <p>... clear intentions and beliefs</p> <p>... an open adaptive approach?</p>	<p>Post-Workshop Application (One - Six Months)</p> <p>Implementation of workshop-designed Action Learning projects</p> <p>Project Stages:</p> <ul style="list-style-type: none"> - challenge/opportunity focus definition - team makeup and commitment - project accomplishment and ongoing self-critique of team behaviors - project results assessment and synthesis of new learnings
<p>Workshop days may be scheduled to run consecutively during one single week, or over a two-, three- or four-week period.</p>						