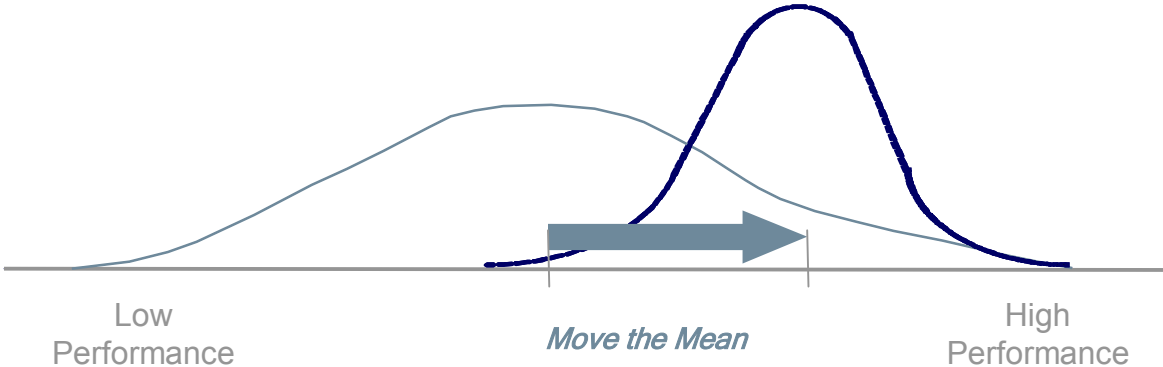


Exceclerating·Execution

2-Day Workshop

Course Overview



Company Background

Strong·Leader, LLC developed a patent-pending execution system, Strong·Leader[®], to help leaders consistently achieve significantly improved results by teaching them to execute better. The firm's principals are West Point graduates who believe the future belongs to organizations that embrace the challenge of global competition and are focused on developing the skills required for constant change and performance improvement. Strong·Leader[®] has worked with a range of clients from large Fortune 100 to small Private Equity owned organizations to drive measurable results.

Business Case for Improving Execution

Execution has been the hidden source of competitive advantage in the past and is the critical competency for the future. Execution, as a discipline, has not been taught in most organizations. Many elements of execution are part of corporate training curriculums but the individual leaders have been asked to integrate these elements on their own when they return to the job. Our approach and team are built with complete clarity of purpose: Helping your leaders improve their ability to execute.

Strong·Leader[®] is the first management system that attacks the true cause of poor performance - Lack of Execution. The *Excelerating·Execution* platform provides an integrated, repeatable process that ensures proper execution of initiatives, plans, and day-to-day job requirements. The coursework focuses on the following elements of the Strong·Leader[®] execution system.

- Fundamentals of Execution
- Clarity & Business Planning
- Communications & Stakeholder Management
- Governance
- Execution Management

“Most organizations do not have performance trouble because they make the wrong strategic choices – most have trouble because they do not consistently execute their strategies well”

“Strategy equals Execution.”

“All the great ideas and visions in the world are worthless if they can't be implemented rapidly and efficiently.”

Colin Powell,
United States Secretary of State

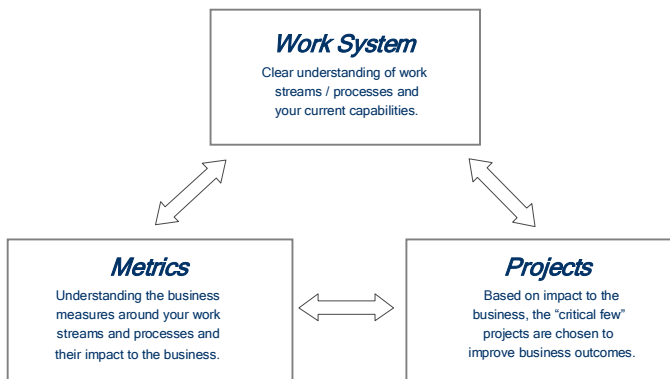
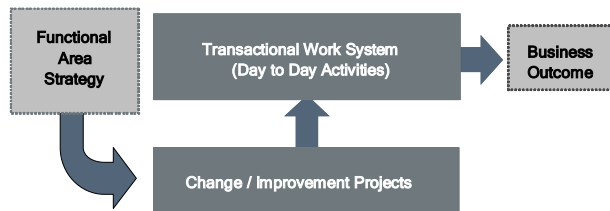
The objective of the *Excelerating·Execution* workshop is to engage leaders to think about their processes, their contribution to the business and ensure that they have been trained on a repeatable process that helps them develop and execute business plans that are focused on company objectives.

Course Structure

Excellerating-Execution is a two-day workshop. The delivery method is grounded in a belief that people learn in context. The application of information is what delivers results; therefore, the course is designed as a workshop that uses group discussions, group breakouts, and individual breakouts to drive the content of the course into the participants work environment. Each participant will work hard during the course to develop their own execution plan. The course content is built on our patent pending execution system that was developed as a successful consulting product that has delivered significant results. Our facilitators are experienced business people who coach each participant on the use of the Strong-Leader® tools.

Day 1 - Importance of Execution

The course flow starts by introducing the participants to the fundamentals of execution. Discussion is centered around the importance of execution both on a global competitive scale as well as an organizational level. Grounding participants in definitions and historical context is required to develop an appreciation for the importance of execution in both their's and the organization's future.

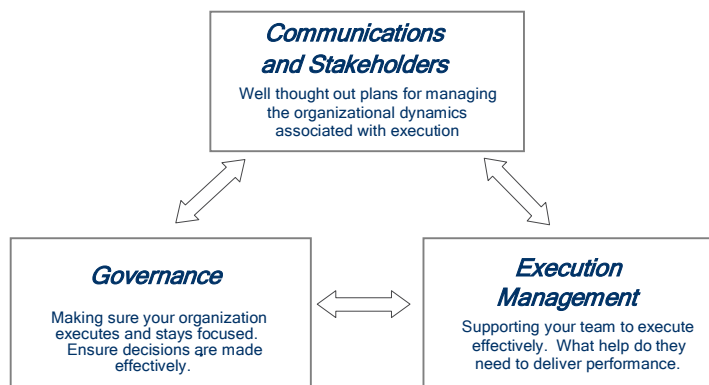


Day 1 - Developing your Plan

The majority of day 1 is spent helping participants get clarity around their work environment. The goal is to simply describe their work system, performance metrics and projects they are planning to improve performance. This is a very difficult exercise for most participants but when complete provides tremendous insight and focus. **Clarity allows simplification, which allows focus!**

Day 2 - Delivering your Plan

Day 2 is spent working on the more subjective elements of execution. How does a leader navigate through the organizational dynamics present in any company? How will leaders ensure that their team remains focused and delivers results? Most importantly how are leaders **INFLUENCING** and **SUPPORTING** their people to be successful?



Execution Management

Execution Excelerator

- How will you drive execution when you get back to your job?
- The *Execution Excelerator* is the weekly planning tool that can help you ensure your people are working on the right stuff and doing it well
- This is not micro management it is performance management

"Execution comes down to how you spend your day."

- Rick Fredrickson

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Back on the Job

Execution is not hard conceptually, it is hard in practice. Execution requires focus and discipline to stay on task and not get distracted. Every participant leaves with a copy of the Execution Excelerator - a weekly planning tool that helps leaders stay focused from week to week. It builds on the course material to ensure execution and results.

Course Content

Below are excerpts from the course material that offer feel and flow for the content of the course. A significant portion of the course is built around the execution tools that leaders will use during the two days but also when they return to their jobs. Each participant also receives our Execution Excelsator - a weekly execution planning tool designed to help the leaders take the course content and deliver improved and sustained results.

Fundamentals of Execution

Importance of Execution

Define execution and build the business case for its importance. How are resources deployed in organizations? How do decisions get made and what impact does that have on performance? What impact does the emergence of additional competitors, such as India and China, have on the need for execution?

Importance of Execution
One Absolute of Business

**Do More ...
With Less ...
Quicker.**

Why?

- Wall Street expectations
- Global competition
- Senior management imperatives
- Business requires continuous improvement

How?

- Innovation
- Execution

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Why Execution Breaks Down

What are the systemic, process based and people based reasons that execution breaks down? The goal is a balanced discussion of the many variables that impact execution. This leads to a better understanding of how to manage these variables within the participants execution plan.

Why Execution Breaks Down
Distribution of Performance

Bottom 10% Minimize their influence
Middle 60% Clarify, Structure and Focus their actions
Top 10% Leverage Future Leaders

Low Performers ← People → High Performers

Competency
Experience
Motivation

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Leaders Role in Execution

Leadership is a critical component to successful execution. Throughout the course the role of a leader is discussed within the context of the course topics. Significant time is spent in group discussions around the actions and traits of successful leadership and its impact on execution and results.

The Three Cs
Traits of Superior Leadership

Clarity

- Able to engage the organization around your plans and objectives
- Clear, unambiguous expectations and path forward
- Communications in simple terms that people can take action against

Confidence

- Well thought out and challenged plans / approaches
- Positive attitude / build a committed team
- Consistent ability to overcome obstacles and deliver

Courage

- Willingness to take personal risk for the good of the organization

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Governance

Metrics Tracking

Similar to a balanced scorecard. Each participant develops a method for tracking performance on an ongoing basis. Are staff meetings focused on metrics or rambling status updates?

Project Tracking

Projects are started in organizations all the time. They are not always finished on time or within scope. How will each leader track their projects to ensure proper execution?

Leaders Role

Discussions focus on how to lead, change, and drive improvement within your group. How do you manage the morale of your team while also demanding improved performance?

Execution Management

Risk Management

What are the variables that could inhibit strong execution? Once we have identified them, we develop mitigation and contingency plans.

Leaders Role

Time is spent on team building/motivation, assessing your staff and creating a development plan and understanding how to provide support to your team to ensure success.

Bottom Line

Each participant focuses on the 'critical few' activities that will have the biggest impact on performance. Participants make a commitment to change behaviors of themselves and their team in these areas.

Real Operational Results

Strong·Leader® prides itself in helping our clients achieve significant performance results using the Strong·Leader® execution system. Improving execution will have a bigger impact on performance than any other initiative you might consider. Below is a sample of results our clients have experienced.

Privately held pharmaceutical company - \$100 MM in annual sales

- Reduced \$4 MM in headcount
- Reduced \$3 MM in annual purchasing savings
- Reduced \$3 MM in annual destructions and scrap cost
- Reduced \$10 MM in inventory costs; equated to 60K / month savings in capital charges
- Total = \$10MM in direct costs; plus \$750K indirect savings, plus product & customer rationalization recommendations to reduce 15% of non-profitable SKUs and Customer base.

Global Procurement Organization

- Purchasing Process compliance 50% to 80%
- Incremental Savings \$10.5 M

Purchasing Software implementation

- Schedule On-Time
- Budget Under budget
- Business Case achieved Over 50% PO's fully automated, Increased managed sourcing events

Global pharmaceutical company - Supply Chain Organization

- Service Level Above 99%
- Backorder Eliminated
- Release to Plan 20% increase
- Inventory Level 33% reduction