

If you keep doing what you've been doing, you'll keep getting what you've been getting

WHAT KEEP CEO'S AWAKE AT NIGHT?

- Global & Globalization Pressures
- [Over] Achieving Revenue Growth Objectives
- Reducing or Containing Costs
- Implementing your Strategic Plan [Having one]
- Engaging Employees in Company Vision/Mission
- Attracting and Retaining Top Talent

- Groups Pulling in Different Directions, Underperforming, Unfocused or Stagnating
- Increasing Nimbleness, Flexibility and Speed
- Customer Loyalty, Penetration and Retention
- Staying Ahead of, or outperforming Competition, or your Market
- Integrating, Managing and Maximizing Value of Mergers & Acquisitions
- Capitalizing on the Rapid Change in Technology
- Performance Not being Recognized by shareholders, the market and stakeholders

THE ROOT CAUSES OF INSOMNIA

"90% of well-articulated strategies fail to be successfully executed" yet "85% of leadership teams spend less than 1 hour per month discussing strategy."

R. Kaplan & D. Norton, Harvard Business School

"Employees spend 51% of their time on activities not directly linked to their organization's key priorities."

Franklin Covey

"92% of organizations do not track the key performance indicators."

Peter S. DeLisi

"The lead root causes of poor decision-making are identified as:

- Unclear corporate vision, mission and goals
- Poorly defined processes and practices
- Unwillingness to take responsibility."

Decision ROI Institute

THE FOUR ROLES OF LEADERSHIP

Leadership starts at the Board of Directors

One: Albert Einstein said "If I can't picture it, I can't understand it." Leadership must make brutally clear the organization's reality, its **envisioned future and the plan** to get there.

Two: Jim Collins said "First who, then what". Leadership must **build their organization** by ensuring the right people, with the right personalities, are in the right seats.

Three: Jim Rohn said "Discipline is the bridge between goals and accomplishment." Leadership must declare a culture of **disciplined execution** based on operational and organization alignment, and sales excellence.

Four: I say "It is not sufficient to deliver value to shareholders, as that alone won't last." Leadership must see that their **strategies drive value for all stakeholders** associating with the organization [customers, shareholders, employees, partners, suppliers, community].

THE SOLUTION

Successful leadership teams work as hard **ON** the business as they do **IN** the business.

Changing **HOW** your organization operates requires that you work **ON** the business. RGB Global provides advisory services to the Board of Directors and to the office of the CEO. RGB Global will take your executive team back to 30,000 feet where you'll "see the forest for the trees", we will help you build a cohesive executive team, enable your organization to develop an executable strategic plan, and help you create the organization and operational alignment needed to execute effectively and efficiently.

RGB Global has developed a unique and proprietary **Executive4sights™** Leadership Framework which focuses the leadership team on the four key axes of successful leadership:

- **Strategic Planning**
- **Organizational Development**
- **Strategy Execution**
- **Stakeholders Value Creation**



strat-e-gy : the science and art of employing the political, economic, psychological, and other resources of an organization to afford maximum support of its long term vision and meet competition under advantageous conditions.

Based on an honest diagnostic of the business [from governance to customer satisfaction to employee satisfaction], Executive4sights allows the Board and the CEO to establish a vision and set the core strategies that will maximize stakeholders value, and implement an enduring growth and disciplined execution culture.

The Executive4sights Leadership Framework aligns all aspects of the business, from vision to execution, to selling excellence; ensuring stakeholders receive maximum value. Implementing a **cohesive management philosophy** is an iterative process your executive team will master, and make part of a new vision focused, change centric, and disciplined execution corporate culture.

EXECUTIVE 4SIGHTS SAMPLE SERVICES

STRATEGIC PLANNING IS ALWAYS A GOOD START

RGB Global will work with your team to define and articulate your strategic or business plan. This will include:

- Establishing with brutal honesty a **Corporate Diagnostic**.
- Doing **Culture Assessment**.
- Preparing a SWOT analysis.
- Establishing competitive benchmarking.
- Organizing and facilitating a **Strategic Planning Session**. ▶
- Formulation of an **Envisioned Future** – 3 to 5 years out.
- Formulating your corporate **Vision and Mission Statements**.
- Declaring an Execution & Changed focused **Corporate Culture**.
- Articulating **Core Strategies** that will drive **stakeholders' value**.
- Formulating your solution vision and roadmap.
- Defining **Critical Success Factors**
- Develop a **short term Change Plan**.
- **Documenting the Strategic Plan** for everybody's consumption.

A STRATEGIC PLANNING SESSION GETS THE JUICES RUNNING

RGB Global facilitates your planning session in many ways:

- Orienting management to changing trends in your market.
- Openly discuss common and divergent opinions and priorities among the management team.
- **Building Executive Team Cohesiveness** using Tracom Group's SOCIAL STYLE™ Model.
- Helping create the image of the **Envisioned Future** and set strategic objectives for the organization.
- Developing specific **Core Strategies** that differentiate the organization in the eyes of customers, drive **stakeholders' value** and provide the road to make the envisioned future real.
- Prioritizing strategies based upon their contribution to **stakeholders' value** creation.
- Discusses organizational changes and resources required to implement the core strategies.
- Builds short-term change plans to make the vision a reality.

STRATEGY EXECUTION NEEDS FOUR LEVELS OF INTERVENTIONS

Strategy Execution depends on a clear set of Core Strategies and the simultaneous execution of the **four key sets of activities** below. In order to make room for these activities, the leadership team must re-calibrate its daily activities. RGB Global will work with your organization to achieve disciplined execution by:

- **Leading Change**
Implementing a change leadership model that propagates new ways of executing throughout the organization.
- **Creating Organizational Alignment**
Driven by the clarity of expectations and by managing performance.
- **Creating Operational Alignment**
Re-calibrating the portfolio of activities and establishing a culture of discipline, empowerment, performance and accountability.
- **Implementing Strategic Selling**
Ensuring a selling paradigm organized enforced and governed.

DEVELOPING YOUR ORGANIZATION STARTS AT THE BOARD

RGB Global supports Organizational development in many ways:

- **Building Board of Directors Governance and Charters**
Developing greater cohesiveness amongst directors by establishing charters for the Board and its various committees.
- **Developing your Executive Team Cohesiveness**
Increase the level of cohesiveness in your leadership team by using Tracom Group's SOCIAL STYLE™ Model, which uses the observations of others in establishing one's personality profile.
- **Executive coaching**
Like professional athletes at the peak of their game rely of professional coaches, so should your executive team.
- **Succession planning**
Systematically developing your organization to meet future priorities.
- **Staff development planning**
Staff development planning ensures that you build the bench strength needed to take your organization to the next level.

SOME FAVORITE QUOTES

"The first responsibility of a leader is to define reality."

Max DePree

"Rowing harder doesn't help, if the boat is headed in the wrong direction."

Kenichi Ohmae

"Problems cannot be solved at the same level of awareness that created them."

Albert Einstein

"The discipline of writing something down is the first step toward making it happen."

Lee Iacocca

"If each of us hires people who are smaller than we are, we shall become a company of dwarfs."

David Ogilvy

IN SUMMARY

**Companies underperform because they lack complete alignment
The Executive4sights Leadership Framework creates alignment**

- Merging principles with hands-on coaching

Based on real field experience

- 10+ years of CEO Leadership experience
- 20+ years of direct Strategic Sales experience
- 30+ years of Technology experience

With a long list of testimonials

- Visit <http://www.rgbglobal.com/html/testimonials.html>

Your Next Step

- Start with a Corporate Diagnostic and Culture Assessment