

THE 12-MONTH ***FASTTRACK*** PROGRAM

Scaling Up made **SIMPLE**

SCALING UP 
Master's Program

"The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday's logic."

Peter Drucker

The Ultimate Scaling Up Program

The 12-month accelerated program puts together decades of **hands-on experience**, the latest tested and trusted **cutting-edge management tools**, and **individual 1-on-1 support**. It equips your team with the skills, the discipline, and the entrepreneurial passion to grow **as fast as possible**. The program keeps everyone accountable to accomplishing his/her part of the journey.

Within 12 months you will:

1. Gain understanding of the driving forces and **future scenarios** for your industry
2. Discover future **GROWTH opportunities** and set clear **targets**
3. Define a **clear strategy**
4. **Design organisational structure** and processes to enable fast and efficient execution
5. **Establish habits and routines** to enhance personal and team efficiency and execution capabilities

IT IS SIMPLE

Some consultants, professors, and professionals complicate things. The ultimate efficiency hack is the Pareto effect – **20% of efforts yield 80% of results** – in most cases. We are committed to identifying the 20% and doing it in the **most efficient** way.

WE PREACH WHAT WE PRACTICE

We are not consultants. **We are entrepreneurs at heart**. We have started, managed and advised tens of thousands of businesses across the world. We never charge per hour. We are passionate about what we do and we treat your business **as if it were ours**. We will never advise you to do or pay for something we would not do ourselves.

IT IS NOT FOR EVERYONE

Our experience with hundreds of executives across the globe confirms that those obsessed with absolute precision of data, and in search of certainty and predictability, fail to grasp fully the opportunities ahead. In such cases, our approach fails to deliver.

In the age of the **exponential organisation** there is no forecast. You have to put your faith in a **vision, hire the best people**, and work **VERY** hard. If you know the outcome, it is NOT an innovation. If everything is under control, you are not moving fast enough. If you believe that real life is the best class room – we are keen to welcome you into the program.

We will have fun working together and creating value.

"Rockefeller system delivers more value for the \$ than anyone else in the business!"

Henry McGovern, Chairman and CEO AmRest, YPO Poland

CLARITY

ENERGY

SPEED

Outcomes

1. The executive team is healthy and aligned.
2. Everyone is **ALIGNED** with the #1 goal for the year and the quarter.
3. Communication **RHYTHM** is established and information moves throughout the organisation fast.
4. Every facet of the organisation has a person assigned with **ACCOUNTABILITY** and goals are met.
5. Ongoing employee **FEEDBACK** is collected to identify obstacles and opportunities.
6. **REPORTING** and analyses of customer feedback is a frequent and accurate.
7. Core **VALUES** and purpose are alive in the organisation.
8. Employees can articulate clearly the company **STRATEGY**, including long-term goals, core customer profiles, and brand promise.
9. Everyone has **PRIORITIES** and **KPIs**.
10. The company plans and **PERFORMANCE** are transparent and visible to everyone.

"To every CEO I meet I say that they needed to attend a Rockefeller Habits workshop and if they did not love it I would pay for their attendance!"

Dwight Cooper, CEO PPR Healthcare Staffing

Program Deliverables

Doing the RIGHT THING

STRATEGY



- Industry Analyses
 - Driving Forces
 - Scenarios
 - Sales and Profit Pools
- BHAG/
Corporate Purpose
- Core Customer
 - Segmentation
 - Core Customer Selection
 - Customer Analysis
 - Quality & Quantity
- Mid-terms Sales
and Profit Targets
One Year Targets
- Brand Promise/
Main Products and Services/
Price Strategy/
Distribution Strategy
- Investment Requirements/
P&L and Balance Sheet/
Cash Flow Plan/
Execution Road Map

RIGHT People doing the RIGHT THING

PEOPLE



- Company Diagnostic
 - Functional Accountability Chart
 - Roles and Responsibilities
 - Key Performance Indicators
- ABC Analyses/
Talent Magnet Program/
Recruitment and Retention Strategy
- Creating a Coaching Culture/
A Player Development Program/
Employee Net Promoter Score
- Organisational Structure/
Core Processes/
Core Capabilities
- Leadership/
Prediction/
Delegation/
Reputation

Doing it RIGHT

EXECUTION



- Company Diagnostic
 - Strategic Clarity
 - Execution Capability
- Company Values/
Cool and Non-Cool Behaviours
- Establishing a Strict Meeting Rhythm/
Daily Huddles/
Key Meeting Agendas
- Priorities/
Quarterly Themes/
Celebration and Reward
- Company and Department KPIs/
Company Dashboard/
Individual Performance Program

Optional

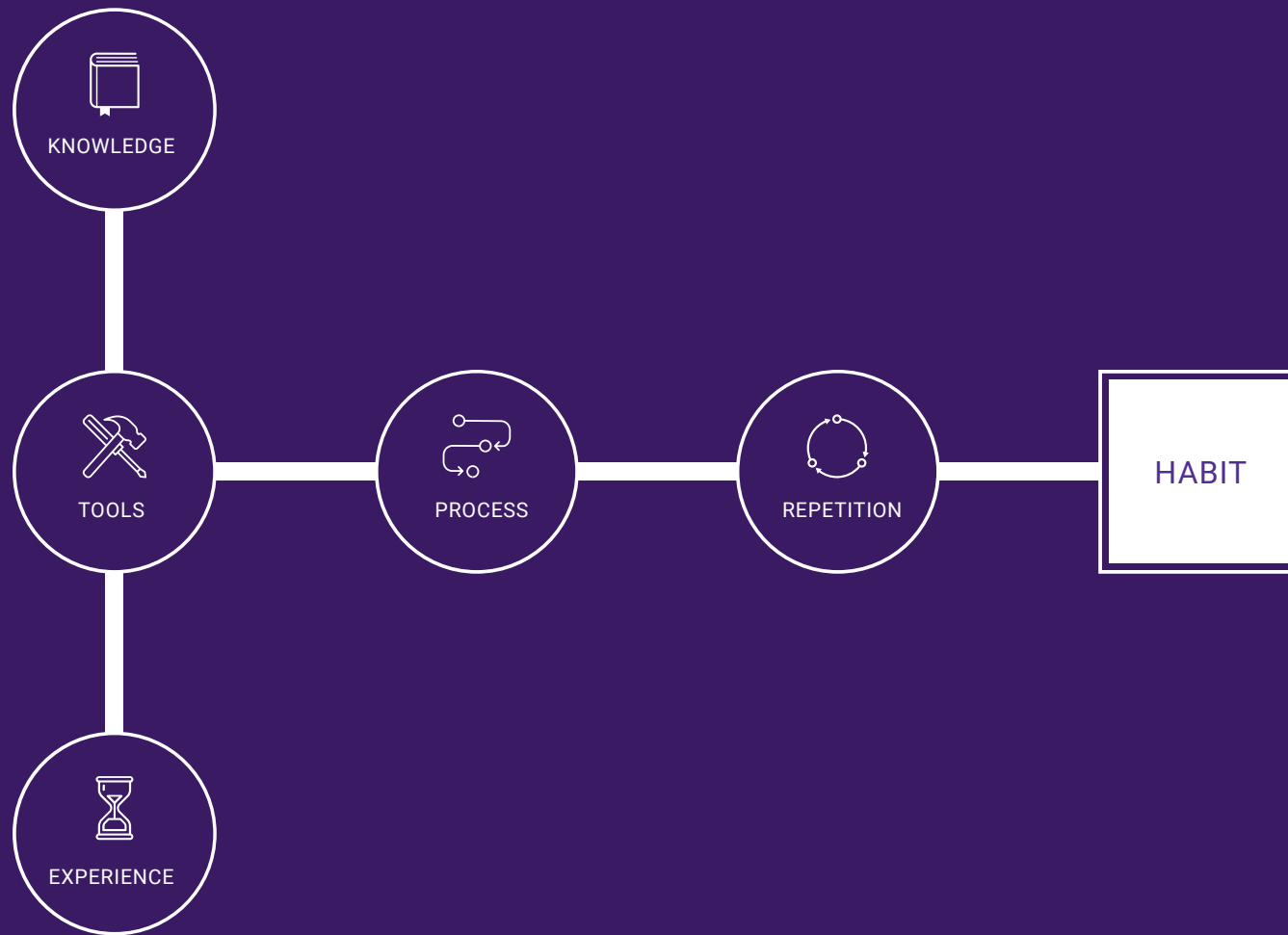
- Building Industry Scenarios
- Dynamic Scenario Planning Model
- Implementing the POWER OF ONE
- Cash Flow Analysis

12-Month Program

Individual Company Diagnostics and Priorities Setting	Session 1			Session 2	Session 3	Session 4	Session 5	HARVARD
	2.5 day			1 day	1 day	1 day	2 day	2 day
	INTRODUCTION <i>for CEOs only</i>	STRATEGIC THINKING	ORGANISATIONAL DEVELOPMENT	QUARTERLY MEETING	QUARTERLY MEETING	QUARTERLY MEETING	FINAL PROGRAMMING	SCALING UP MASTER'S PROGRAM SUMMARY <i>for CEOs only</i>
	THE AGE OF THE EXPONENTIAL ORGANISATION	INDUSTRY ANALYSES SEGMENTATION	CORE PROCESSES AND CAPABILITIES ORGANISATIONAL STRUCTURE	RESULTS from Last Quarter LEARNING from Last Quarter	RESULTS from Last Quarter LEARNING from Last Quarter	RESULTS from Last Quarter LEARNING from Last Quarter	LEARNINGS from Last Year NEXT YEAR Targets and Big Rocks	REFLECTIONS CEOs gather at Harvard University for a 2-day session recap and discussion about the program.
	THE NEW BUSINESS MANAGEMENT PARADIGM	STRATEGY DEVELOPMENT TARGET SETTING	ABC ANALYSES KPIs AND DASH BOARD	NEXT Quarterly Targets and Big Rocks	NEXT Quarterly Targets and Big Rocks	NEXT Quarterly TARGETS and Big Rocks	Q1 Targets and Big Rocks	
				LEADERSHIP MASTERCLASS	PERSONAL EFFICIENCY MASTERCLASS	CASH MASTERCLASS	INNOVATION OR CUSTOMER SERVICE MASTERCLASS	



Individual Online Education



"We are what we repeatedly do. Excellence, then, is not an act, but a HABIT."

– Aristotle

Simplicity is the ultimate sophistication
