# THE 12-MONTH FASTTRACK PROGRAM

Scaling Up made **SIMPLE** 



"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 organizational structure** and processes to enable fast and efficient execution
- 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 organization** 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



# **Outcomes**

- 1. The executive team is healthy and aligned.
- 2. Everyone is **ALIGNED** with the #1 goal for the year and the quarter.
- Communication RHYTHM is established and information moves throughout the organization fast.
- Every facet of the organization 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 organization.
- 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

TARGETS

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

Organizational Structure/ Core Processes/ Core Capabilities

Leadership/ Prediction/ Delegation/ Reputation Company Diagnostic

- Strategic Clarity

Doing it RIGHT

**EXECUTION** 

- Execution Capability

CORPORATE Cool and Non-Cool Behaviors
IDENTITY

STARTING

**POSITION** 

DOING THE

RIGHT THING IN

THE RIGHT WAY

**KEEP THE MAIN** 

THING THE MAIN

THING

METRICS

EVERYWHERE

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

RIGHT PEOPLE

GROWING AND DEVELOPING THE TEAM

RIGHT PEOPLE IN THE RIGHT SEATS

RIGHT PEOPLE IN THE RIGHT SEATS DOING THE RIGHT THINGS

**Optional** 

THE

**END GAME** 

THE

SANDBOX

THE VALUE

**PROPOSITION** 

THE

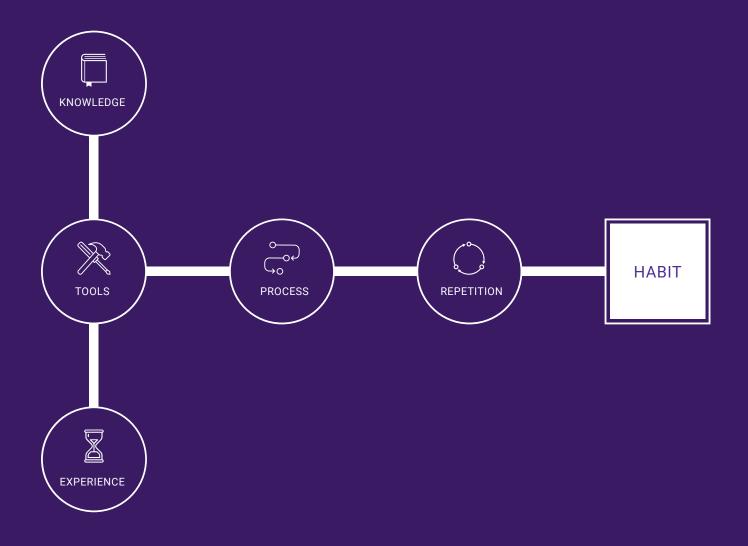
**BUSINESS PLAN** 

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

# 12-Month Program

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





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

Simplicity is the ultimate sophistication

