THE 12-MONTH FASTTRACK PROGRAM

Scaling Up made SIMPLE
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
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 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.
3. Communication **RHYTHM** is established and information moves throughout the organization fast.
4. 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.
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

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

Peter Drucker
### 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
- Organizational 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 Behaviors
- 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

**Session 1**
2.5 day

- **INTRODUCTION**
  - THE AGE OF THE EXPONENTIAL ORGANIZATION
  - THE NEW BUSINESS MANAGEMENT PARADIGM

- **ORGANIZATIONAL DEVELOPMENT**
  - INDUSTRY ANALYSES
  - SEGMENTATION
  - STRATEGY DEVELOPMENT
  - TARGET SETTING
  - ABC ANALYSES
  - KPIs AND DASH BOARD
  - CORE PROCESSES AND CAPABILITIES
  - ORGANIZATIONAL STRUCTURE

**Session 2**
1 day

- **QUARTERLY MEETING**
  - RESULTS from Last Quarter
  - LEARNING from Last Quarter
  - NEXT Quarterly Targets and Big Rocks

**Session 3**
1 day

- **QUARTERLY MEETING**
  - RESULTS from Last Quarter
  - LEARNING from Last Quarter
  - NEXT Quarterly Targets and Big Rocks

**Session 4**
1 day

- **QUARTERLY MEETING**
  - RESULTS from Last Quarter
  - LEARNING from Last Quarter
  - NEXT Quarterly TARGETS and Big Rocks
  - Q1 Targets and Big Rocks

**Session 5**
2 day

- **FINAL PROGRAMMING**
  - LEARNINGS from Last Year
  - NEXT YEAR Targets and Big Rocks

**HARVARD**
2 day

- **SCALING UP MASTER'S PROGRAM SUMMARY**
  - REFLECTIONS
  - CEOs gather at Harvard University for a 2-day session recap and discussion about the program.

**Individual Online Education**
“We are what we repeatedly do. Excellence, then, is not an act, but a HABIT.”

– Aristotle
Simplicity is the ultimate sophistication