

IMPAQ
ENTREPRENEUR



IMPAQ Entrepreneur KBL Program

KBL Early Bird Kickoff – March 2017

**Welcome Key Business
Leaders!!
I'm so Happy You're Here!!**

Welcome! What we're covering today

- Introductions! You and your business
- KBL Program Components and Curriculum
- The AAA Paradigm Foundation: Alignment, Agreement & Accountability
- The Rapid Business Growth Framework
- Alignment – What it's all about
- Personal Accountability – The master leadership competency
- Where we go from here

Introductions!

- Your name, role, company, how long
- The transformation your company provides
- Your company's most important business goals this year
- Your company's current biggest challenges
- Your most important goal in your ROLE this year
- Your current biggest challenge in your ROLE
- What you most love, appreciate or admire about your company

Components of the KBL Program:

- Live / Recorded Webinar Classes based on the RBG Curriculum
- Coaching and Masterminding Calls
- Google Group
- Library of Materials and Videos
- Live Meetings
- Reading and Self Study

Rapid Business Growth Framework



6 Point Framework of Rapid and Sustainable Growth & Team Performance

1. Defined & Aligned Outcomes and Expectations

- Vision articulated into concrete Outcomes and Goals
- Strategic Planning - 12 Month Priority Business Goals and Internal Improvements
- Priority Business Goals translated into functional and tactical projects and deliverables
- Advance Planning

2. Psychological Safety & Accountability

- Personal Accountability, The Master Competency
- Generating Safety (not comfort), Compassion, and Accountable Action (instead of self-protective behaviors)

3. Culture of Effective Behaviors & Teamwork

- Setting Expectations, Making Agreements, Closing Expectation Gaps
- Accountable Dialogue Skills
- Success Factors – Collective Behavioral Expectations & Habits
- Interaction Agreements
- Advanced Negotiations, Agreement Making and Resolving Differences and Conflicts

6 Point Framework of Rapid and Sustainable Growth & Team Performance

4. Organizational Structure, Functions and Roles

- Functional Org Structure and Org Charting
- Role Clarity and Role Expectations

5. Org Systems and Process

- Day to day communication processes and platforms (Slack, email, phone etc)
- Team meetings
- Project Chartering and Management
- Reporting (including weekly flash reporting)
- Measurement and Evaluation (KPI's, dashboards, etc)
- Standard Operating Procedures

6. Specialized Expertise & Competencies

- Evaluating Core Org Functions & Competencies
- Critical Thinking
- Hiring, On-boarding and Training
- Performance management
- Performance development and career advancement
- Financial Fluency for non-financial executives



Why KBL

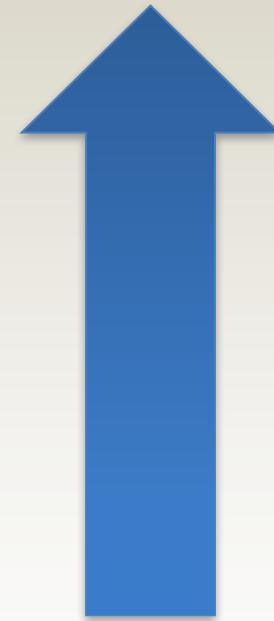
Primary Intentions of the KBL Program: To Develop Leaders who.....

- Think and act like business owners
- Effectively drive results through generating clear alignment, effective agreements, and stepping up to the highest levels of accountability
- Express the very best of themselves in their work through serving others and something greater than themselves
- Habitually grow, develop and bring out the very best in themselves and others
- Fall in love with leadership, experiencing the type of connection and results that's only available through working with others to achieve a common goal

The Leadership Shift

- Shaping Culture
- Solidifying Environment
- Supporting CX SR Team
- Structuring the Org
- Developing People
- Sharing Strategy/Direction
- Directing Others
- Driving Results
- Doing Tasks

Influence

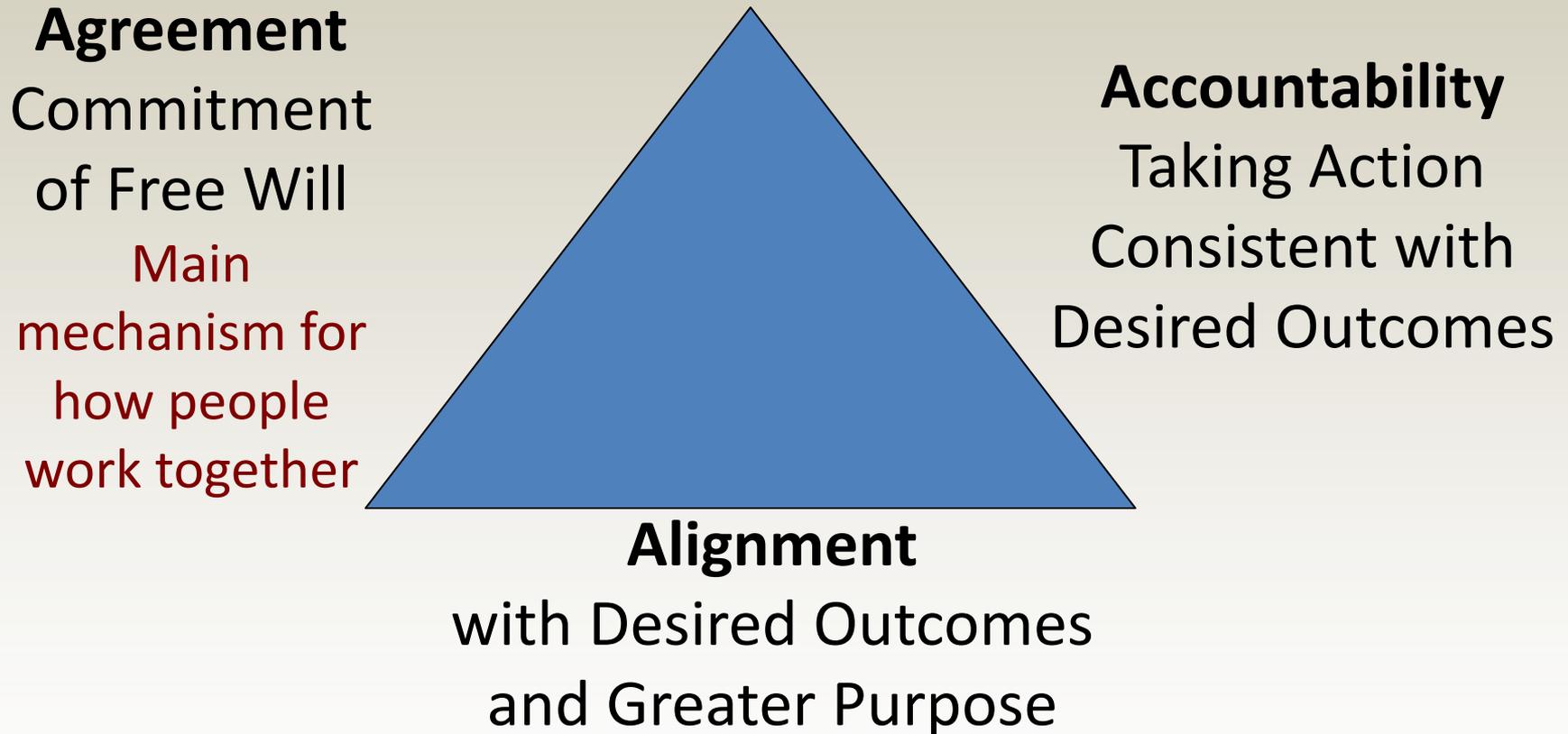


Control



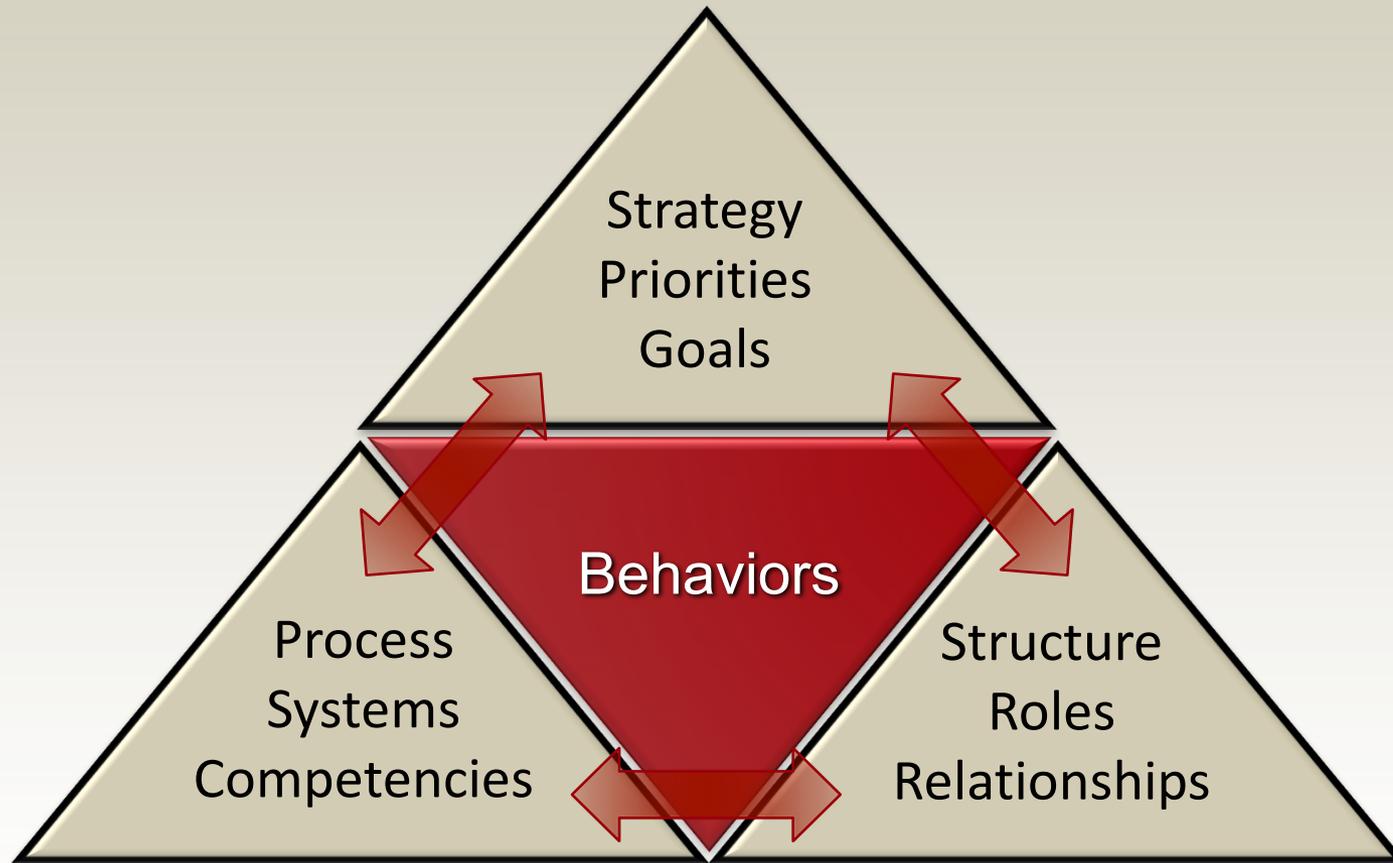
The AAA Paradigm

The AAA Operating Paradigm



(Moving away from the Authority and Control Paradigm)

The Missing Piece



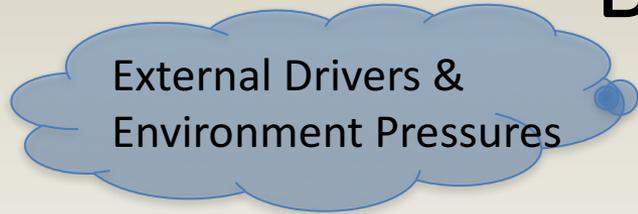


Alignment

Clear Outcomes and Business Context



Big Outcomes



External Drivers &
Environment Pressures

Annual Main Goals

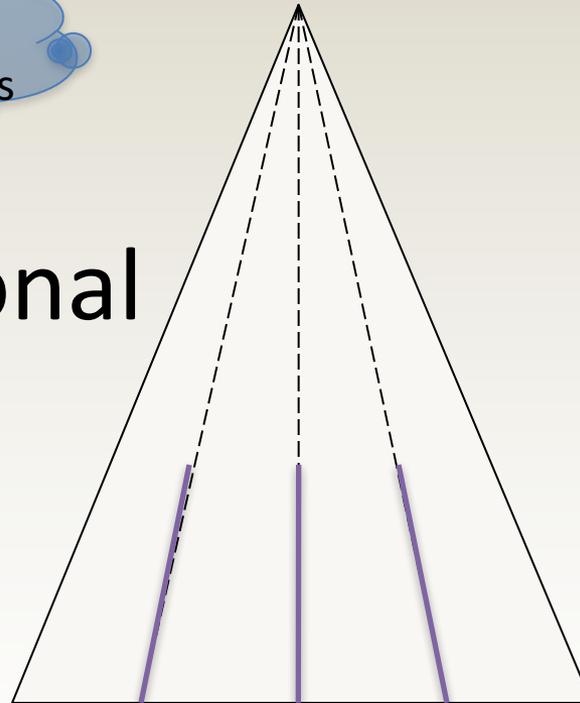


Priority Projects &
Deliverables (to meet the
goals)



Functional and Tactical
Projects & Deliverables

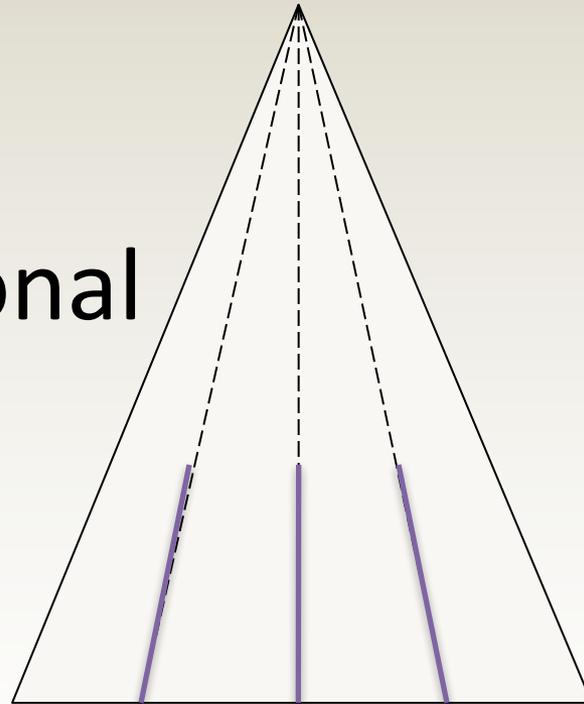
Cross-Functional



Functional Tasks

Holding 3 Perspectives

Outcomes



Cross-Functional

Functional Tasks

Strategic Plan – Do You Have One?



A good strategic plan is a year-long plan that provides:

- Clear business direction (vision & mission manifest)
- Defined desired outcomes & expectations / goals and priorities
- Overall business or market strategy (how it will accomplish the desired outcomes)
- Basic resource allocation (including \$, human resources, focus, etc)
- Basis of (context for) decision making

Strategic Planning From Here:

- If you don't have a strategic plan:
 - Watch the class
 - Do the process
 - Participate in the working session that we'll schedule
- If you do – the above is optional

The background features a vertical bar on the left side and a series of concentric, semi-transparent circles on the right side, creating a target-like or ripple effect.

**Personal
Accountability –
The Master
Competency**

What is Personal Accountability?



Taking action
consistent with your
desired outcomes

Safety comes BEFORE
Accountability

Without Safety – You
won't get alignment,
agreement or
accountability

Safe From What



Safe From

Blame,
Judgment,
Criticism,
Rejection,
Abandonment

Accountability for Humans



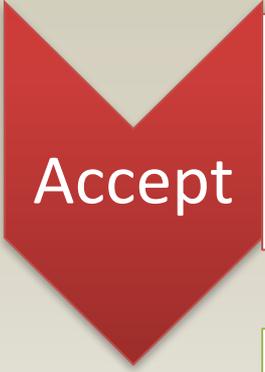
How To Return Yourself to the Accountability Loop

1. **Recognize** where you are, call it out, name it
2. **Own** your reaction: Stop talking about the issue, express fears and feelings instead
3. **Forgive**: Apply compassion for being HUMAN, affirm your innate good intentions and competence, and get neutral
4. **Change your State** – take a break, go for a walk, etc

How To Help Others Return to the A Loop (when you're not in the conflict)

1. Inquire with genuine concern “Hey, you OK?”
2. Reflect feelings, articulate what they might be thinking
3. Apply compassion for being HUMAN
4. Express belief in them, offer support (if you can)
5. Encourage them to change their state – take a break, go for a walk, etc

Applying Compassion – 3 Parts



Accept

- Acceptance: Turn towards the situation, feeling all your feelings without judgment (Mindfulness)



Connect

- Connect with the common human experience, that you are part of a common whole, whatever that is for you (we all SUFFER as humans, we're not alone in that experience): Humanity, God, Nature



Care

- Apply care and concern for the person (and people) going through the situation, pain or suffering

The Safety Zone of Discomfort

Panic, Punishment, and Paralysis

**Safe Zone
of Discomfort and Learning**

Comfort and Denial

Growing Your Own Safety Zone

Panic, Punishment, and Paralysis

**Safe Enough to Risk:
Telling the Truth
Fully Expressing Yourself
Sharing Your Intended Actions**

Comfort and Denial

Next Web Class:

- Psychological Safety and Accountability – a deeper dive
- Next Level Leadership Choice – The Active Demonstration of Self-safety & Personal Accountability
- A to B Model – how change and accountability work in the Real World!
- Before next class: RBG Business Inventory Check List

Key Mindset Shift #1 – Develop the “What” First:

- External Pressures and Drivers vs. Internal Goals and Constraints: This is KEY to separate!

**Uncontrollable,
Must Respond/
Take into Account**

Vision

Overall
Company
Vision,
Purpose,
Values
and
Desired
Transform
ation

External Drivers & Pressures:

- Market Changes
- Customer Expectations
- Competition
- Technology
- Economy

Internal Goals & Constraints:

- Goals: Sales, profits, market share, biz lines, operating excellence, etc
- Constraints: Resources, expertise, infrastructure, etc

Strategic 12 Month Main Goals

- Concrete Outcomes (Sales, Profit, Brand position, etc)
- Customer Transformation & Satisfaction
- Products and Services (new and improved)

Key Mindset Shift #2: “What” first, then “How”

- Once we have the Strategic 12 Month Main Goals, THEN we identify and choose the important changes, projects, and priorities to get there

Strategic 12 Month Main Goals

- Concrete Outcomes (Sales, Profit, Brand position, etc)
- Customer Transformation & Satisfaction
- Products and Services (new and improved)

Identify the EXTERNAL (Customer) FACING priority projects and change efforts needed to achieve the Goals:

- These **directly** impact the customer experience, the products/ services, marketing/sales, or the brand

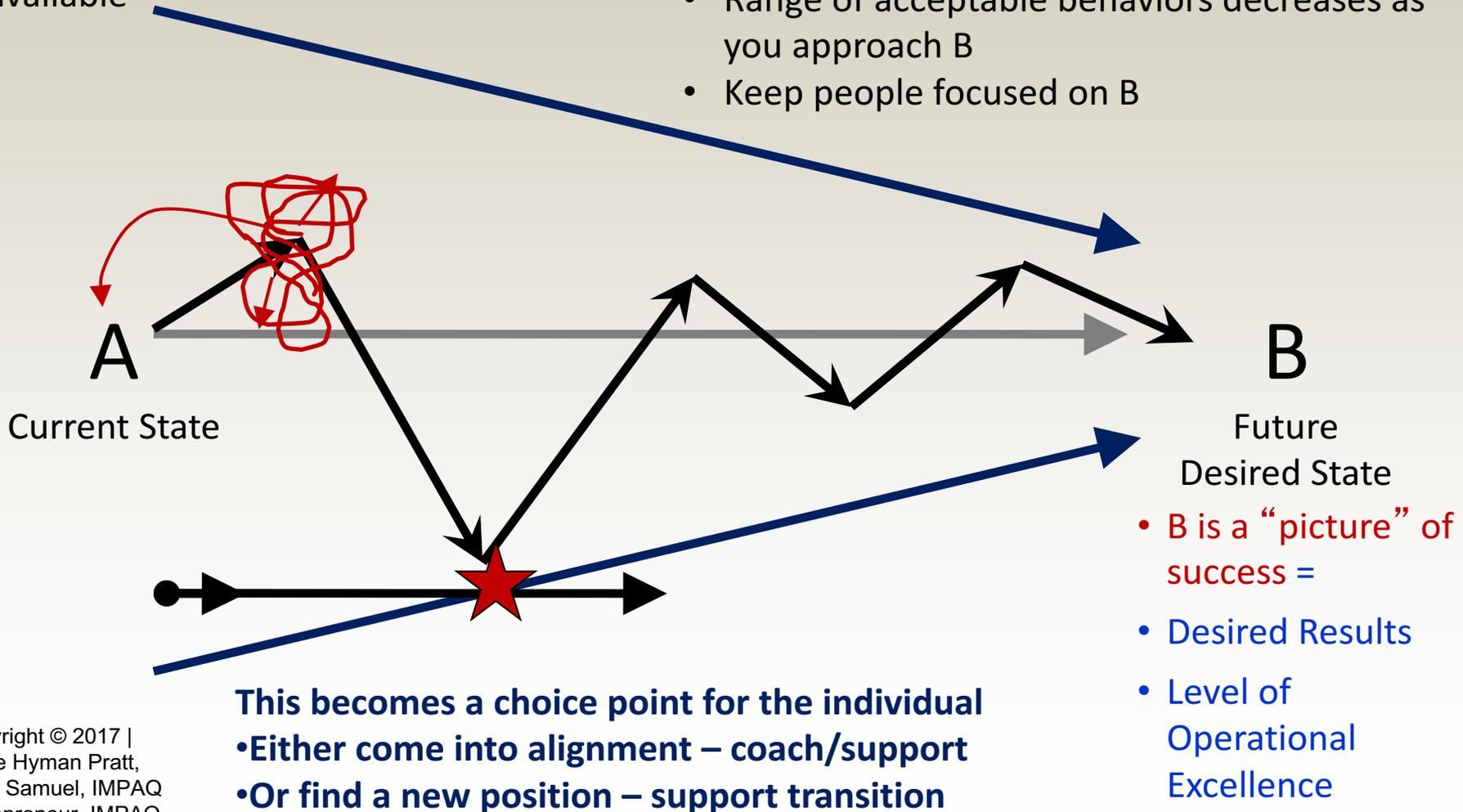
Identify the INTERNAL FACING priority projects, (organizational or operating) and change efforts needed to achieve the Goals

-These improve/impact internal operations and infrastructure (see the 6 dimensions of Org Infrastructure)

**Key
Points:**

- First clarify the “picture of B”
- Keep Moving! The most important info is obtained while moving; B becomes clearer
- Accountability increases as you move toward B – keep moving
- Range of acceptable behaviors decreases as you approach B
- Keep people focused on B

People want to return to A when challenges hit, but A is no longer available



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