

Market Busting Workshop Series



Session 1: Determining your Value Chain is focused on creating or transforming your customer's experience to make you the only/best choice. Through a process that puts you in control of what your customer is feeling about you and your offering we help you determine your ability to dominate each market you choose to enter. We'll explore specific methods to dramatically improve positives, infuse your offering with empathy and eliminate complexity from your daily activities.

Session 2: Determining your Unit of Value takes your findings from the first session and puts them through a process to see if you can change your offering in a way that changes the game entirely. Whether it is radically changing your unit of value, streamlining your delivery, or even building a culture of customer experience, you and your team will be given the thinking tools you need to ask a different question and get a different answer about how to compete.

Session 3: Flawless Execution will take your initiatives from the first two sessions and develop a "doable" execution plan. We will help your team identify exactly what you need to do to successfully make your vision a reality while teaching them a reproducible execution process. We will be aligning the activities of leaders, managers, vendors and employees into a comprehensive plan that moves your entire company toward your vision of enduring success.

Session 4: Leading Change is the critical link between concept and results. This session focuses on your leadership. You and your team will learn the most practical and virtually fool proof approaches I've ever seen to evoking commitment, inspiring action and building action. These easy to grasp concepts align people and engage them quickly in the process of making your vision reality.

As an Executive Group Member you are welcome and encouraged to attend these workshops with your key staff people. These workout sessions are designed to both teach your team the classic components of designing an unbeatable market strategy and give you the time to build it. These sessions will be fast paced and highly focused. No frills, very little philosophy; just lots of roll up your sleeves and get the strategy on paper. I created these workshops because I saw our members struggling to implement the market leading ideas we generate together. I believe a big part of the time the problem lies with our hectic schedules and lack of a clear step by step process. These sessions are pre-scheduled and the process is clearly defined.

April 17, May 22, June 5 & June 26, 2018
Midland Hills Country Club
8 am - 12:00 noon

