

# Creating & Fulfilling Strategic Commitments



## DON'T WANT TO FAIL? CREATE COMMITMENTS, NOT JUST PLANS.

### TOP 5 REASONS WHY STRATEGIC PLANS FAIL:

- WEAK EMPLOYEE ENGAGEMENT AND PERSONAL OWNERSHIP.
- POOR COMMUNICATION.
- NO PLAN BEHIND THE IDEA.
- WEAK MANAGEMENT: NO FOLLOW-UP OR FOLLOW-THROUGH.
- LEADERSHIP UNDERESTIMATING WHAT IT WILL TAKE TO LEAD EFFECTIVELY.

*(SURVEY, P. JOHNSON, PANACHE & SYSTEMS LLC, 2002)*

COMPANIES CHARGE EXECUTIVES WITH CREATING A PLAN TO DO MORE WITH LESS, SQUASH THE COMPETITION AND CREATE A WORLD-CLASS ORGANIZATION. ALL IN A 2 DAY OFF-SITE. EXECS CRANK OUT THE PLAN, WAVE IT IN FRONT OF THE EMPLOYEES, THEN PUT IT UNDER A ROCK AND CONDUCT BUSINESS-AS-USUAL. SOUND FAMILIAR?

**BREAK THE TALENT-WASTING, POSSIBILITY-KILLING, UNPRODUCTIVE CYCLE! REPLACE THE 5 REASONS FOR FAILURE WITH 5 REALITIES OF YOUR SUCCESS: AUTHENTIC EMPLOYEE ENGAGEMENT. PRODUCTIVE COMMUNICATION. COMMITMENT-DRIVEN PLANS. ACCOUNTABILITY. EFFECTIVE LEADERSHIP. TOGETHER, WE CAN MAKE IT HAPPEN.**



# CREATING & FULFILLING STRATEGIC COMMITMENTS

## Commitment Trumps Compliance

Take a look around. There's a new environment that leaders must work within: V.U.C.A.

- Volatile: Change happens rapidly, on a large scale.
- Uncertain: Future can't be predicted
- Complex: Challenges are complicated by many factors
- Ambiguous: Little clarity on what events mean

What's being called for is a new way of thinking about issues, challenges, resources and each other. What's needed are leaders who create environments that develop leaders at all levels, maximize talent in multi-generational workforces, reward and recognize all contributions.

Learning new skills requires a self-generated commitment exercised over time. In our focused process, you will spend time learning new ways to think and act. This process goes beyond being more competent. It's a commitment to excel.

**We don't do it "to you".** The leadership team leads the process and is responsible for the outcomes. Strategic promises are achieved through breakthrough projects in which people establish practices of collaboration, transparency, personal and collective accountability.

**Congratulations on what you've accomplished so far.** Now think about the legacy you want to live and leave. What would really like to accomplish? Our executive and team coaching challenges assumptions that limit success and focuses on building your leadership team's ability to build capacity, not just get things done. Thus process isn't for everyone. It's not business-as-usual. It's demanding and it works. Call us and start the conversation.

## Key Phases of the Strategic Commitment Journey



The future you see today and the pathway to achieve it may not be (*probably won't be*) the future and pathway you will see a year from now. Being skillful at designing compelling futures and aligning the hearts and minds of your team to fulfill them is more beneficial, more sustainable than coming up with the perfect plan.



Focused on result - Fueled by commitment

During this transformative process, people will...

- ✓ Examine current assumptions that may limit performance
- ✓ Generate possibilities
- ✓ Generate authentic relationships
- ✓ Learn 5 conversations that create breakthrough results
- ✓ Learn how to use setbacks to forward the action
- ✓ Design organizational systems aligned with the new future
- ✓ Create an environment of leadership at all levels

The Power of  
Strategic Commitment

