

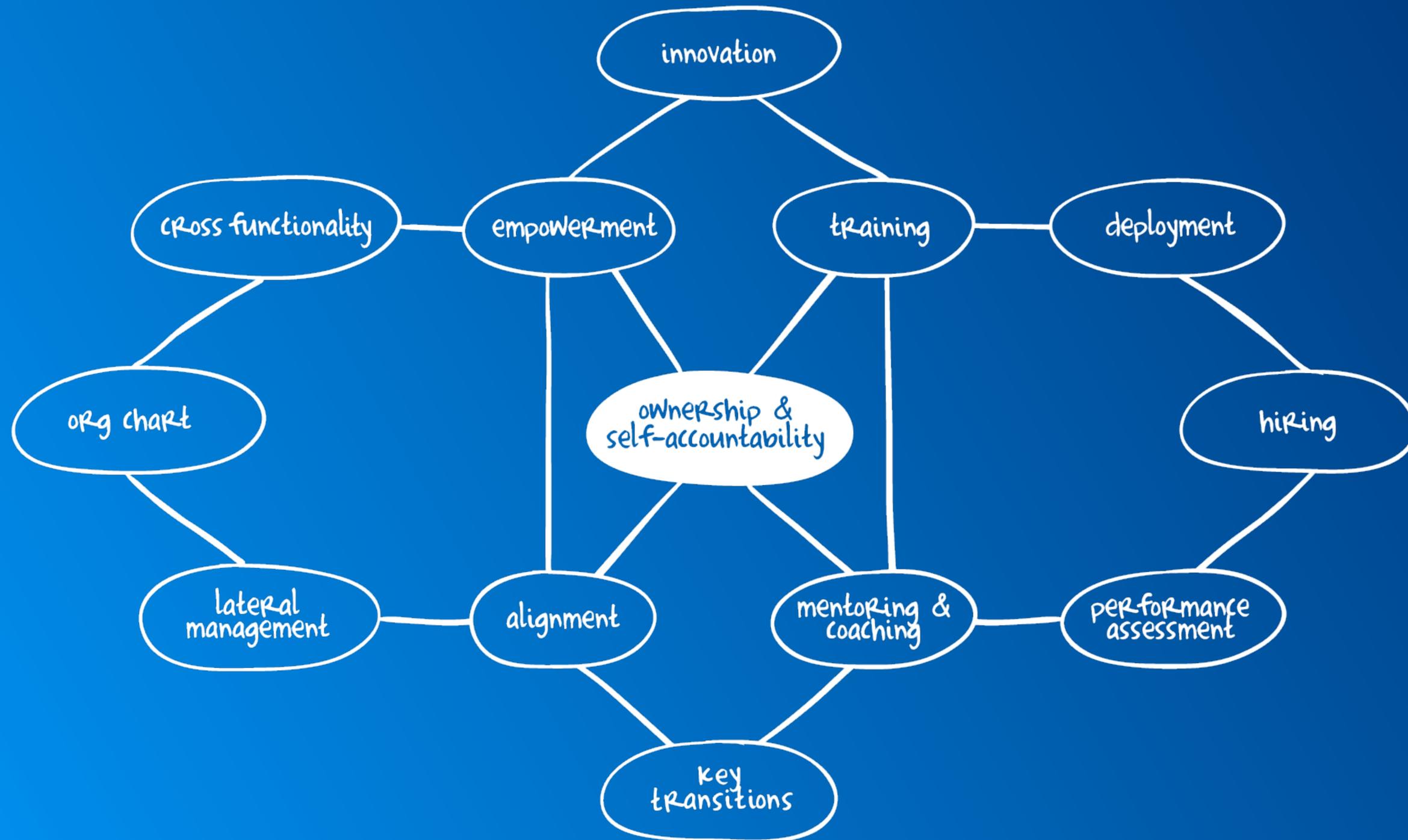
# HOW TO DEPLOY YOUR EMPLOYEES FOR MAXIMUM IMPACT, ENGAGEMENT & RETENTION

---

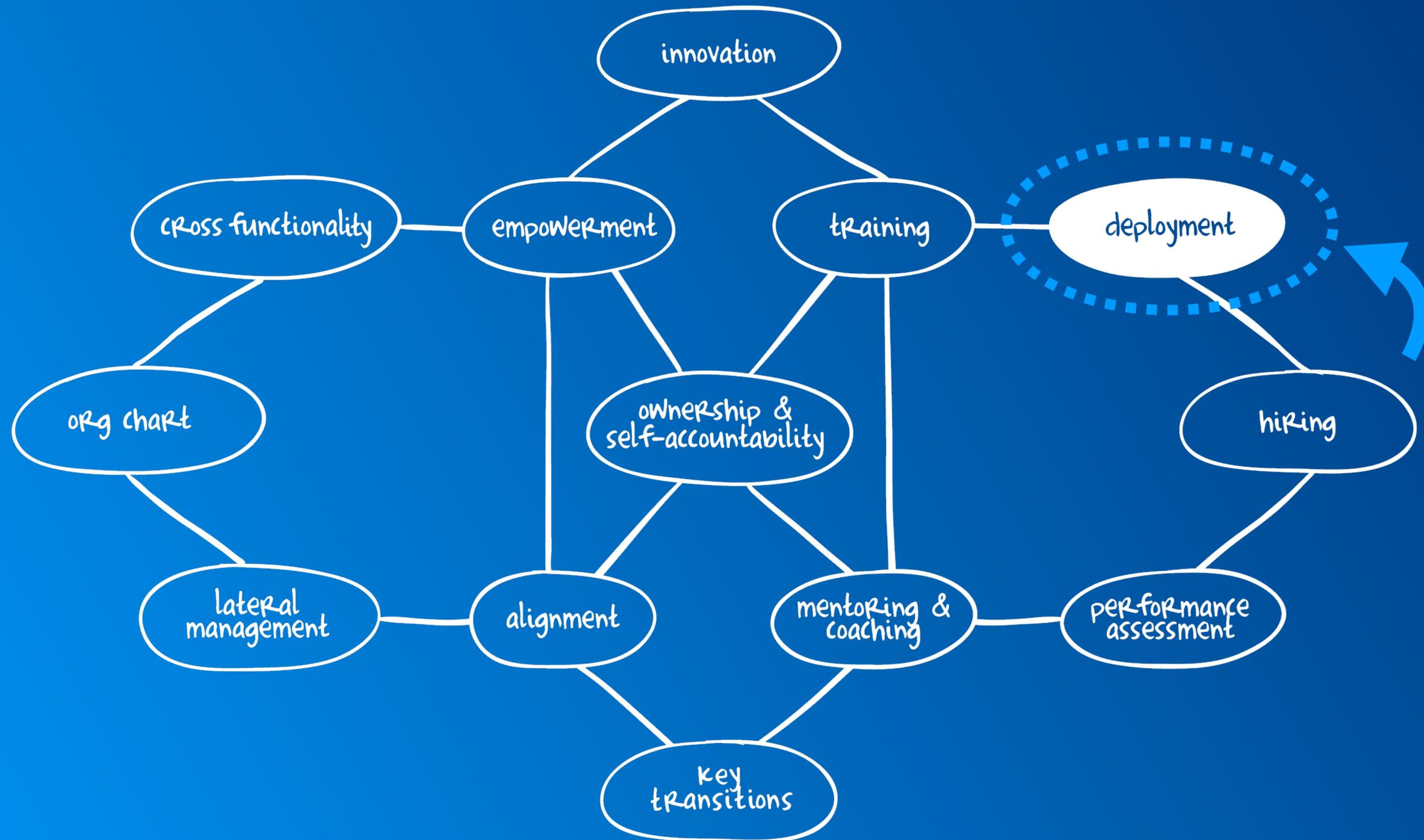
Architecting Scale with Predictable Success



# THE PREDICTABLE SUCCESS SCALABILITY MATRIX



# THE PREDICTABLE SUCCESS SCALABILITY MATRIX



# TODAY'S AGENDA

## PART 1

Understand the special role of Deployment as it relates to helping an organization scale

## PART 2

The 5 Key Factors of Deployment that allow you to achieve maximum impact, engagement, and retention

## PART 3

Identify the practical next steps for you to immediately implement what you have learned



# COMMENTS & QUESTIONS

---

Use the Q&A box for any  
comments / observations



# SCOTT RITZHEIMER

## FOUNDER AND CEO SCALE ARCHITECTS



Scott has helped start nearly 20,000 new businesses and nonprofits and, with his business partner, started and led their multimillion-dollar business through an exceptional and extended growth phase (over ten years of double-digit growth) all before he turned 35.

He founded Scale Architects to help coaches and consultants like you bring Predictable Success to your career and to your clients! He now spends his time teaching Predictable Success to coaches, consultants, and leaders across the country.



# LES MCKEOWN

## FOUNDER AND CEO PREDICTABLE SUCCESS



Les McKeown is the President and CEO of Predictable Success, a leading advisor on leadership and organizational development. He has started over 40 companies in his own right, and was the founding partner of an incubation consulting company that advised on the creation and growth of hundreds more organisations worldwide.

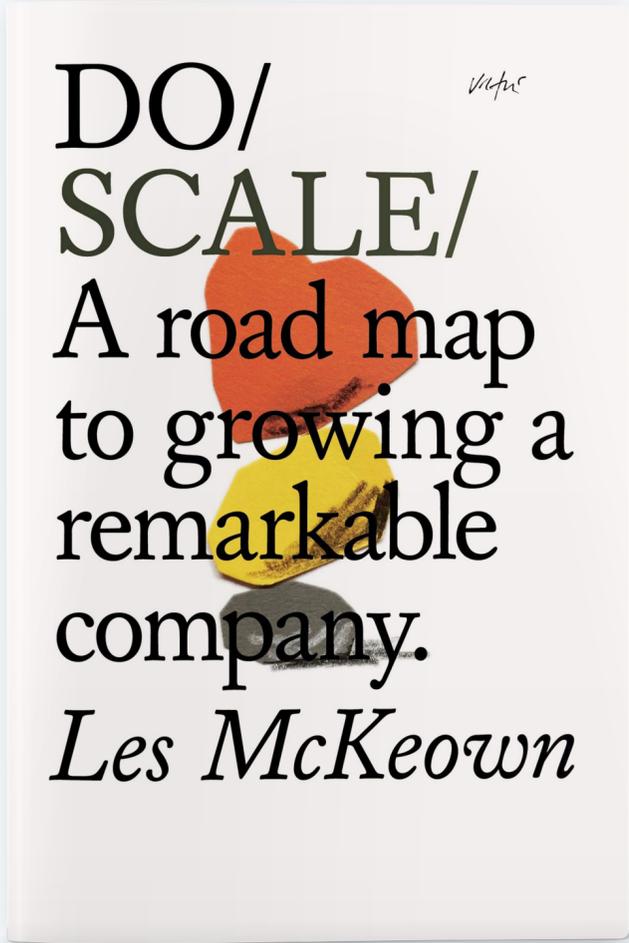
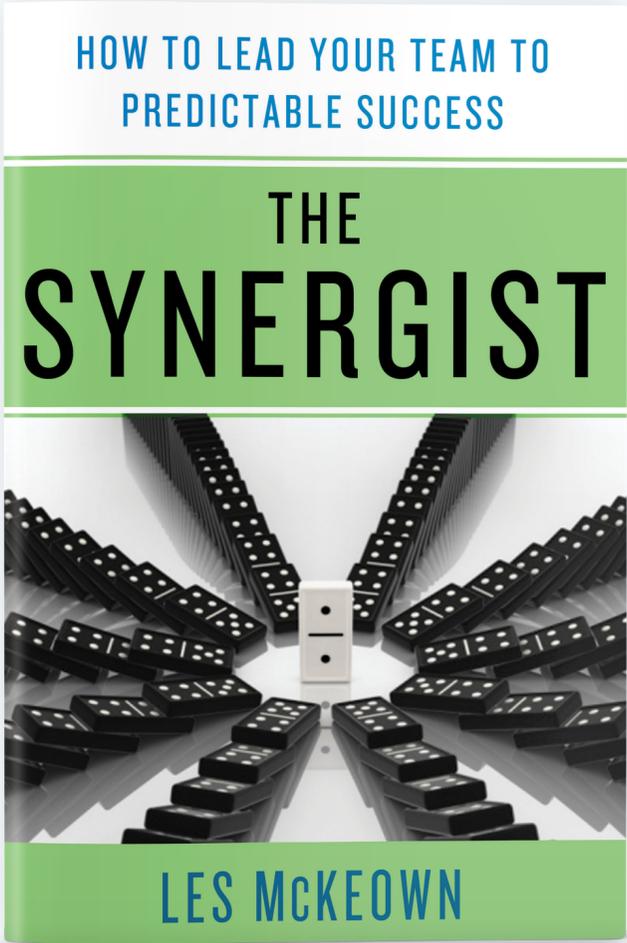
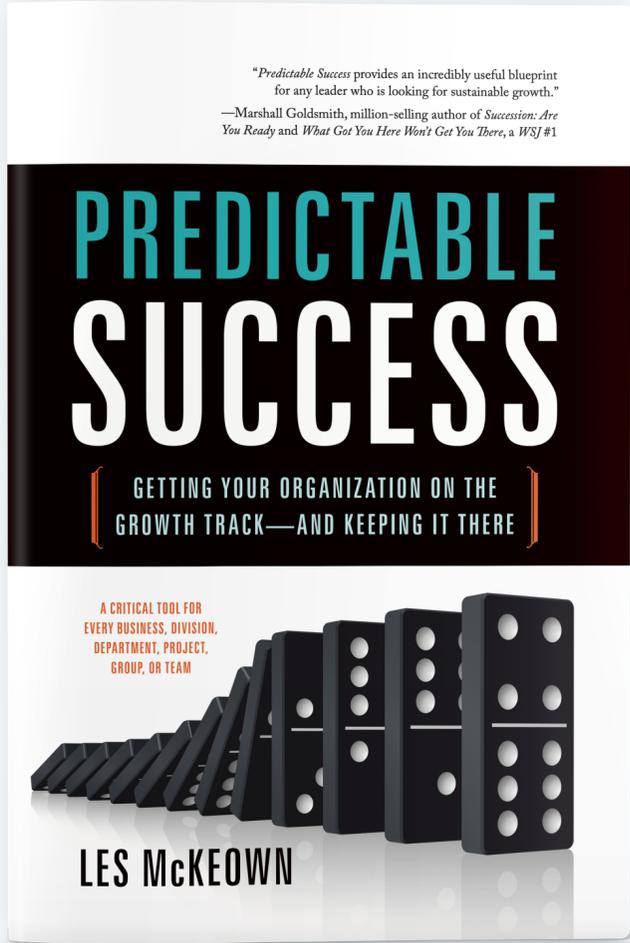
Les advises CEOs and senior leaders of organisations on how to achieve scalable, sustainable growth. His clients range from large family-owned businesses to Fortune 100 companies, and include Harvard University, American Express, T-Mobile (now EE in the UK and Europe), United Technologies, the Pella Corporation and Chevron.

Based in Washington, DC, Les now spends his time consulting, writing, teaching and speaking. Les has appeared on CNN, ABC, the BBC and in Entrepreneur magazine, USA Today and the New York Times. Les is the author of the WSJ and USA Today bestseller, 'Predictable Success', 'The Synergist', 'Do Lead' and 'Do Scale'.

Les can be contacted at: [lesm@predictablesuccess.com](mailto:lesm@predictablesuccess.com)  
or via his website: [PredictableSuccess.com](http://PredictableSuccess.com)



# INTRODUCING PREDICTABLE SUCCESS



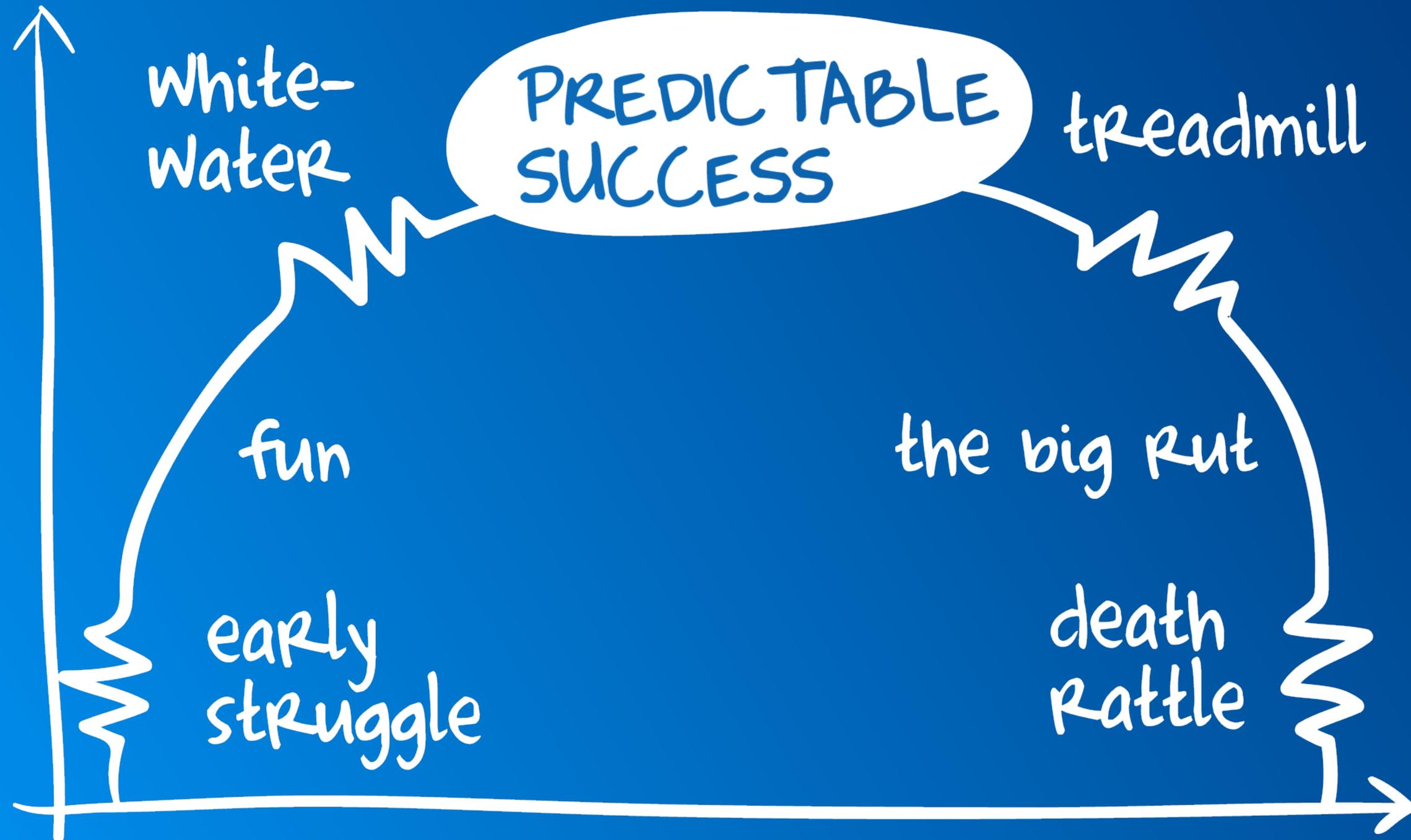
# HOW TO DEPLOY YOUR EMPLOYEES FOR MAXIMUM IMPACT, ENGAGEMENT & RETENTION

---

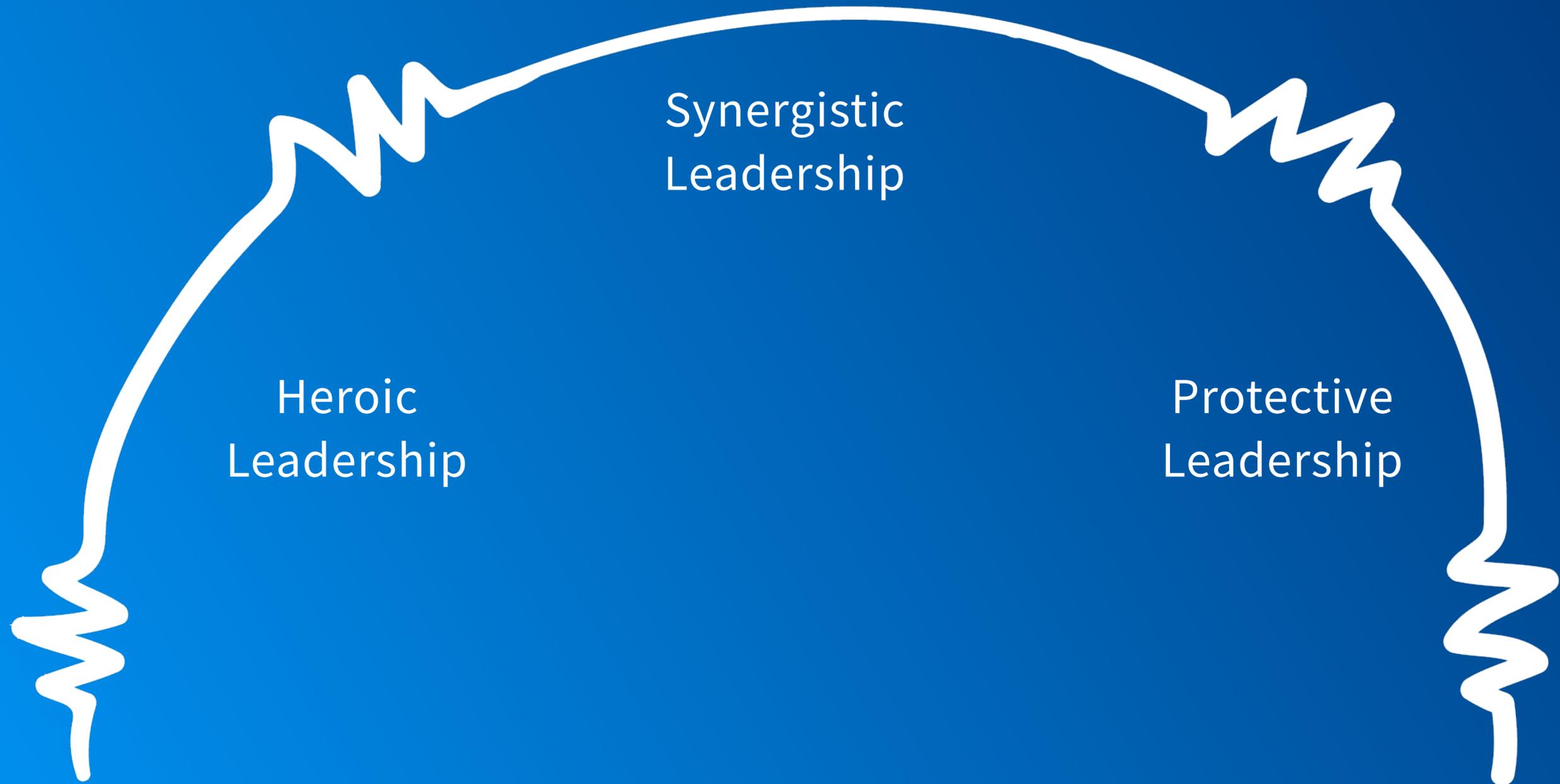
Architecting Scale with Predictable Success



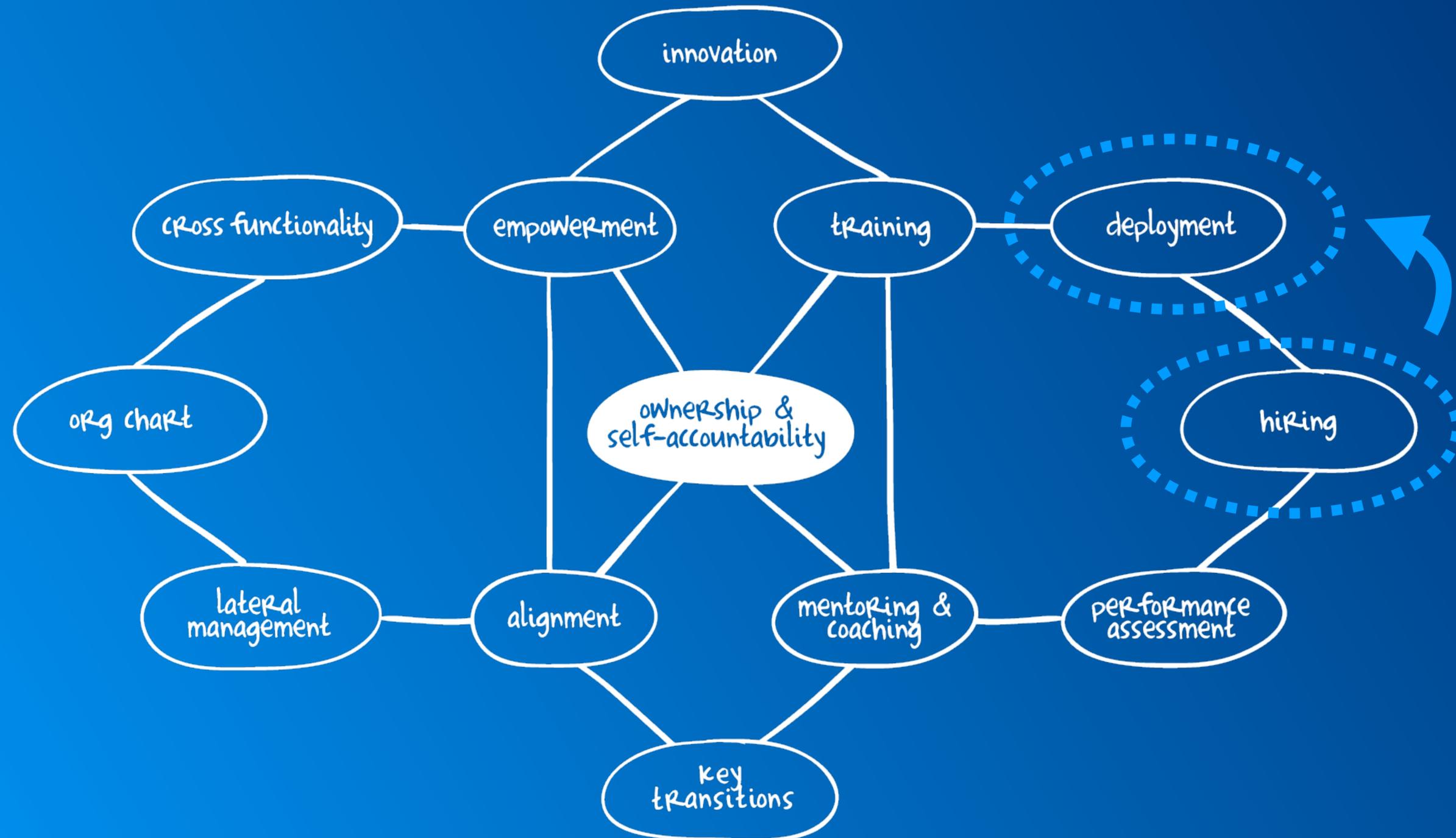
# THE PREDICTABLE SUCCESS MODEL



# HIGH-QUALITY TEAM-BASED DECISION MAKING



# THE PREDICTABLE SUCCESS SCALABILITY MATRIX



# WHAT DEPLOYMENT MEANS

**THE ABILITY OF YOUR ORGANIZATION  
TO BUILD A HIGHLY FLEXIBLE  
WORKFORCE ABLE TO MOVE BETWEEN  
KEY ROLES.**

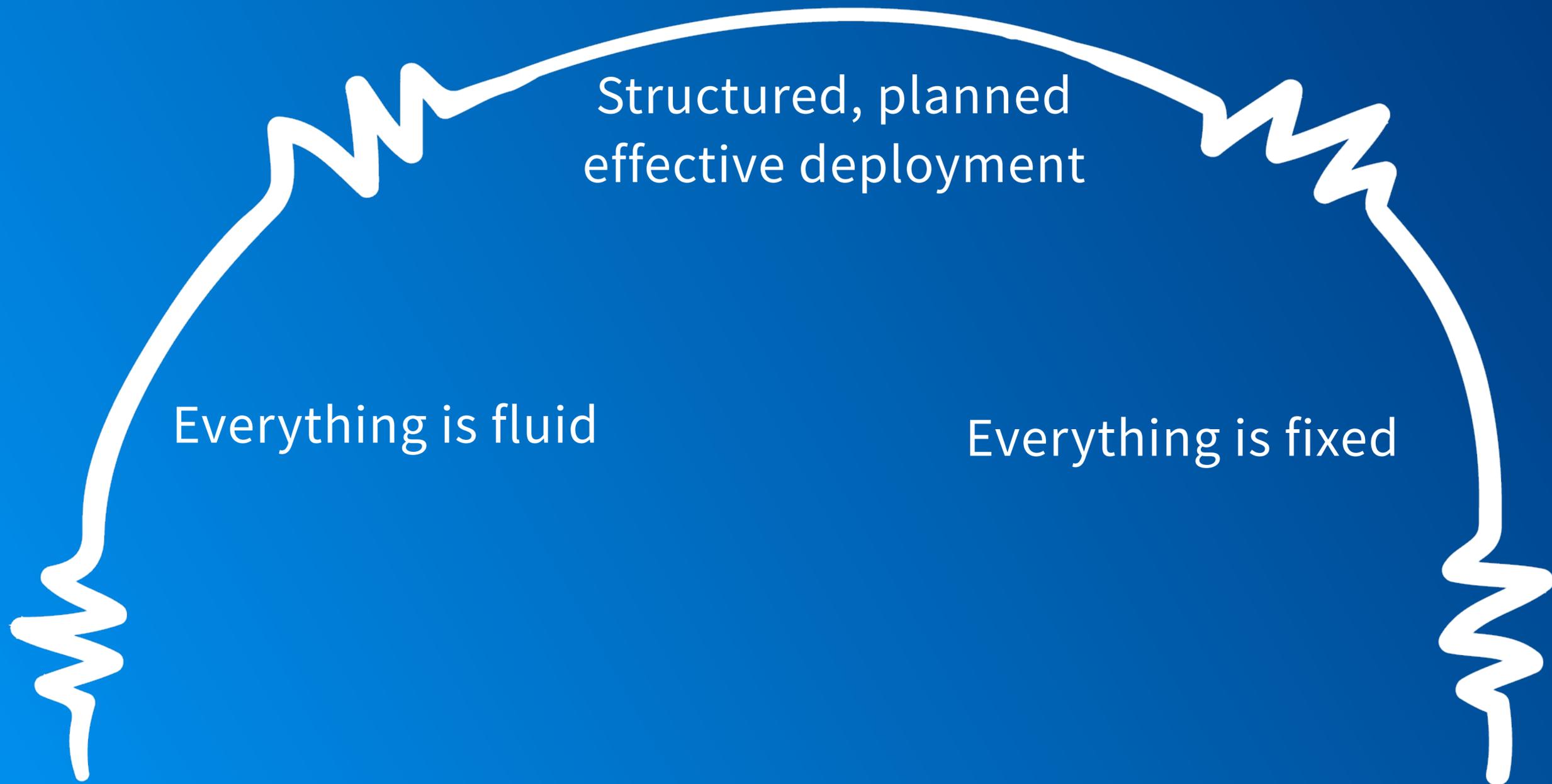


# WHY THIS IS IMPORTANT

**YOUR BEST PEOPLE WILL LEAVE IF  
YOU DON'T DEPLOY THEM  
EFFECTIVELY**



# DEPLOYMENT IN PREDICTABLE SUCCESS



# WHERE ARE YOU ON THE DEPLOYMENT ARC?

1

2

3

4

5

Everything is fluid

Structured, planned effective deployment

Everything is fixed



# WHERE DEPLOYMENT TAKES YOU:

## FROM

- High-performer dissatisfaction
- High-potentials underutilized
- Thin bench-strength
- Weak succession planning
- Held hostage by 'brilliant jerks'
- Adherence to the status quo
- Poor innovation

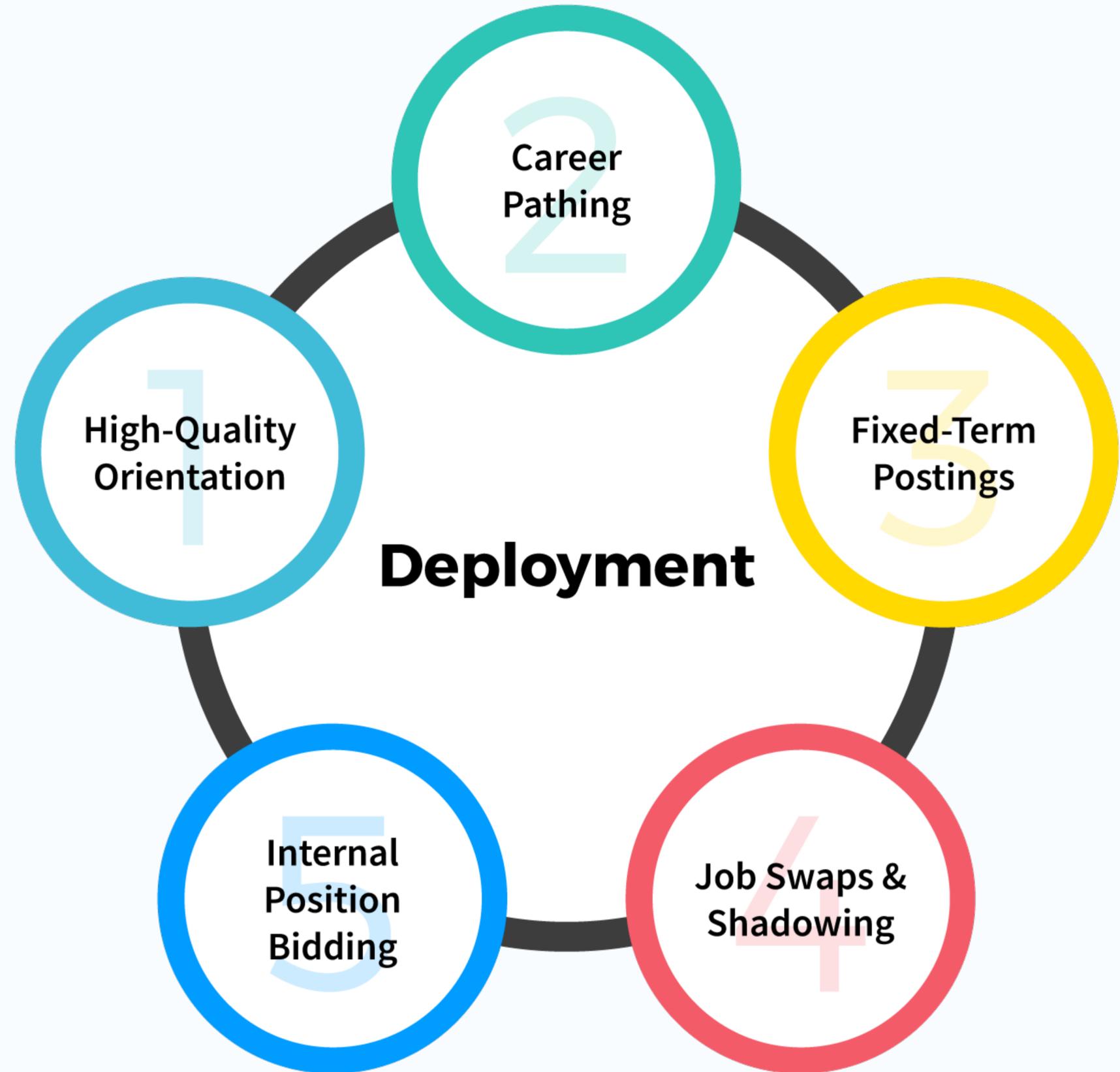
## TO

- High-performer satisfaction
- High-potentials identified and utilized
- Dependable bench-strength
- In-place succession planning
- Cultural + functional competence
- Strong challenge factor
- Institutionalized innovation



# THE FIVE KEY FACTORS

THE BUILDING BLOCKS OF EFFECTIVE DEPLOYMENT STRATEGY



# KEY FACTOR #1

## HIGH-QUALITY ORIENTATION



# HIGH-QUALITY ORIENTATION

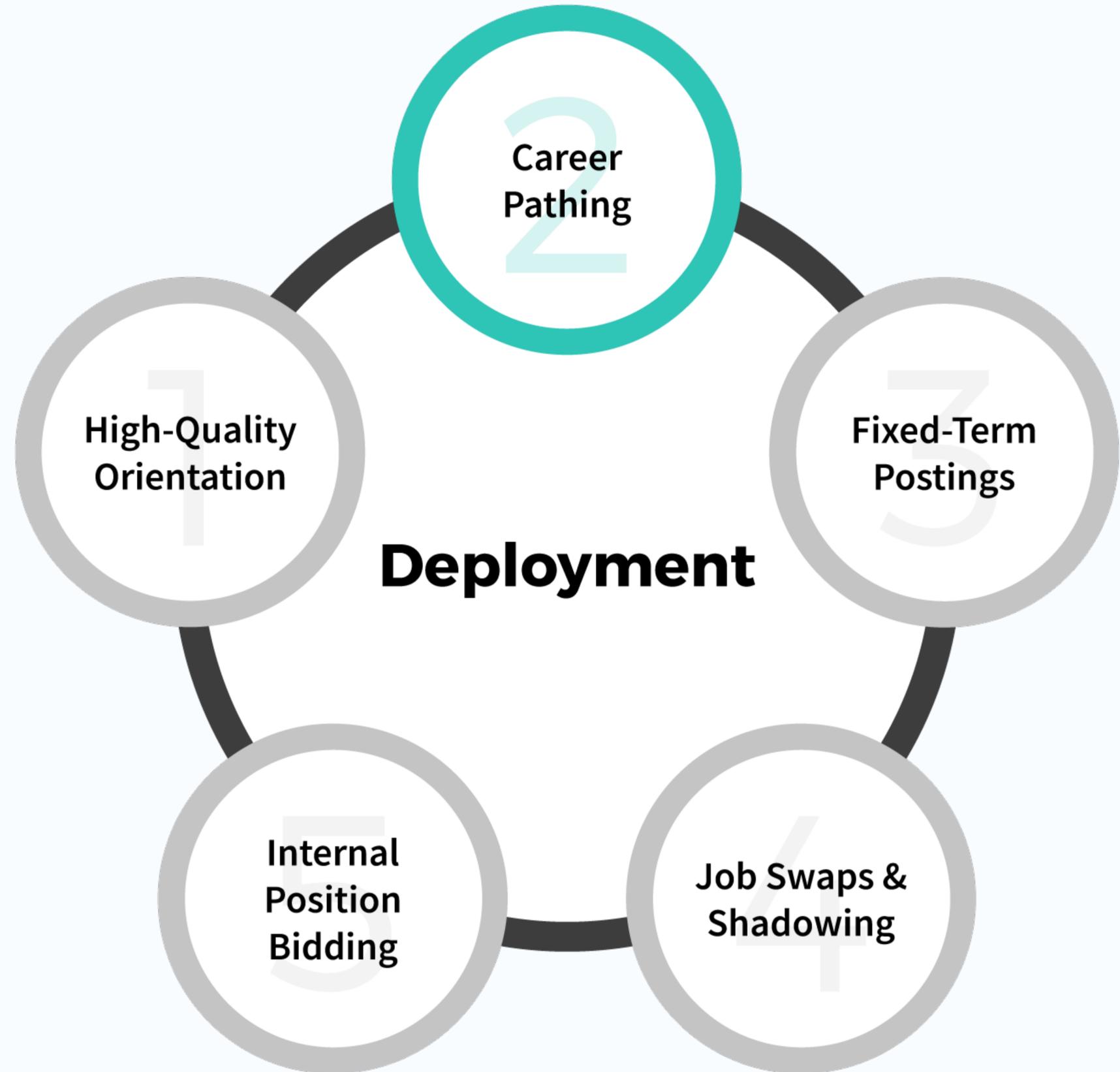
## FOUR MAIN ELEMENTS:

1. High level provisional career pathing from the outset (revisit at 180 days).
2. Deep interactions with internal customers.
3. Clear definition of '100% productivity'
4. Clear definition of '*Exceeds expectations*'



# KEY FACTOR #2

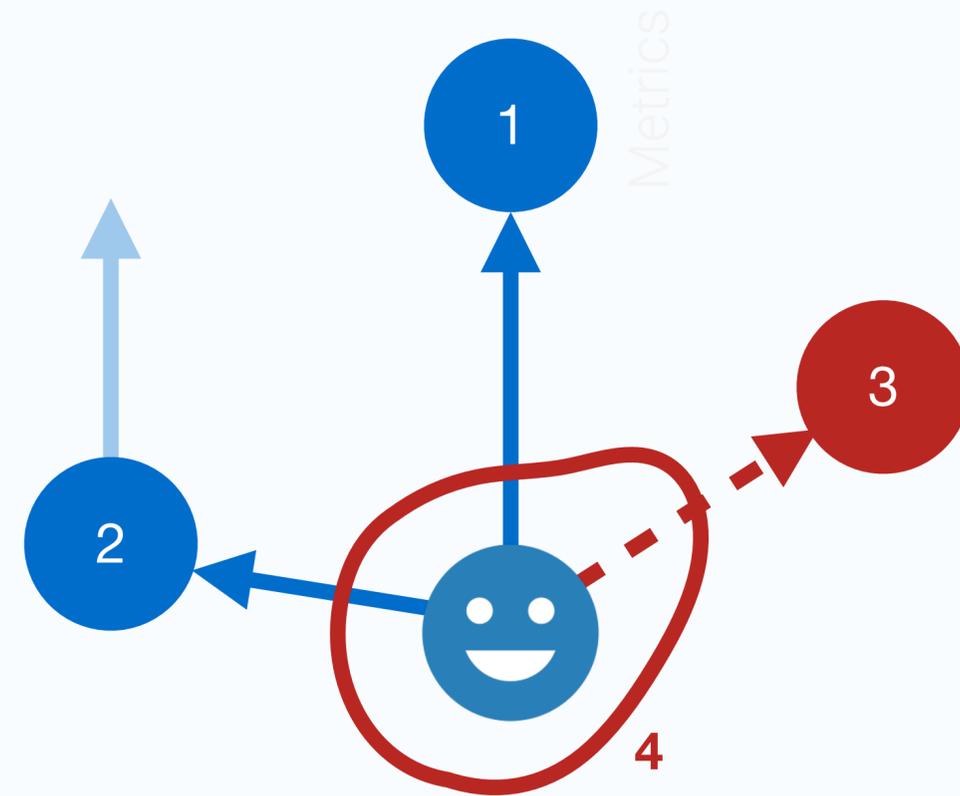
## CAREER PATHING



# CAREER PATHING

## FOUR MAIN ELEMENTS:

1. Dead [men]’s shoes
2. Sideways move
3. Spin out
4. Role redefinition



# KEY FACTOR #3

## FIXED-TERM POSTINGS



# FIXED-TERM POSTINGS

## FOUR MAIN ELEMENTS:

1. 'Special project', output-focussed secondments (days/weeks).
2. Short-term, project-based secondments (weeks/months).
3. Medium-term, knowledge-focussed secondments (months/years).
4. Supply chain secondments (any / all of the above).



# KEY FACTOR #4

## JOB SWAPS & JOB SHADOWING



# JOB SWAPS & JOB SHADOWING

## FOUR MAIN ELEMENTS:

1. Encourage internal nominations (both parties involved).
2. Bids to contain off- and on-ramping framework.
3. Start with 'leap-year' planning.
4. Set clear achievement goals for all three parties.



# KEY FACTOR #5

## INTERNAL POSITION BIDDING



# INTERNAL POSITION BIDDING

## FOUR MAIN ELEMENTS:

1. Hiring transparency.
2. Internal bid process.
3. Expectation management (before the fact).
4. Consistency & objectivity.



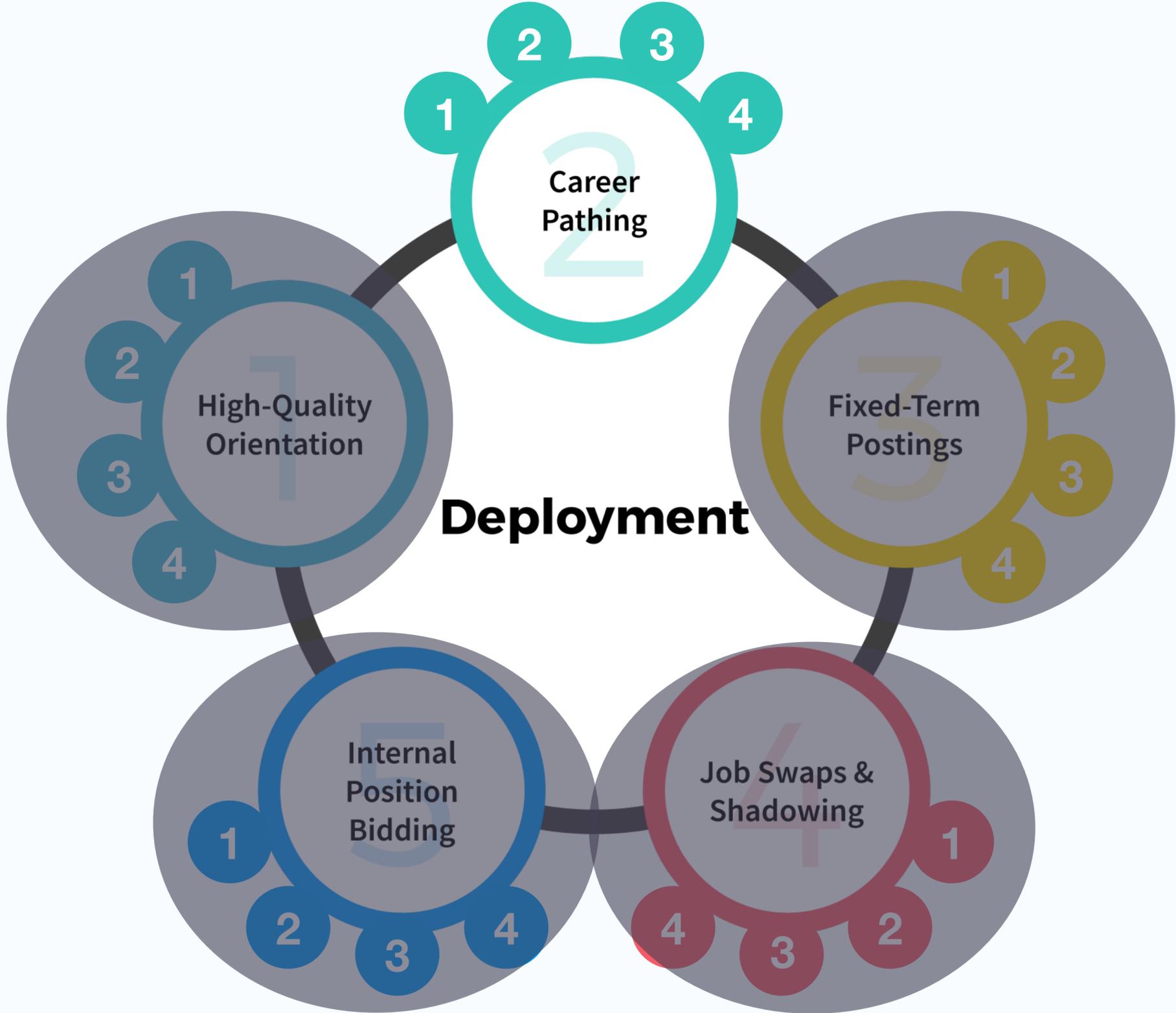
# IMPLEMENTATION QUICK-START

---

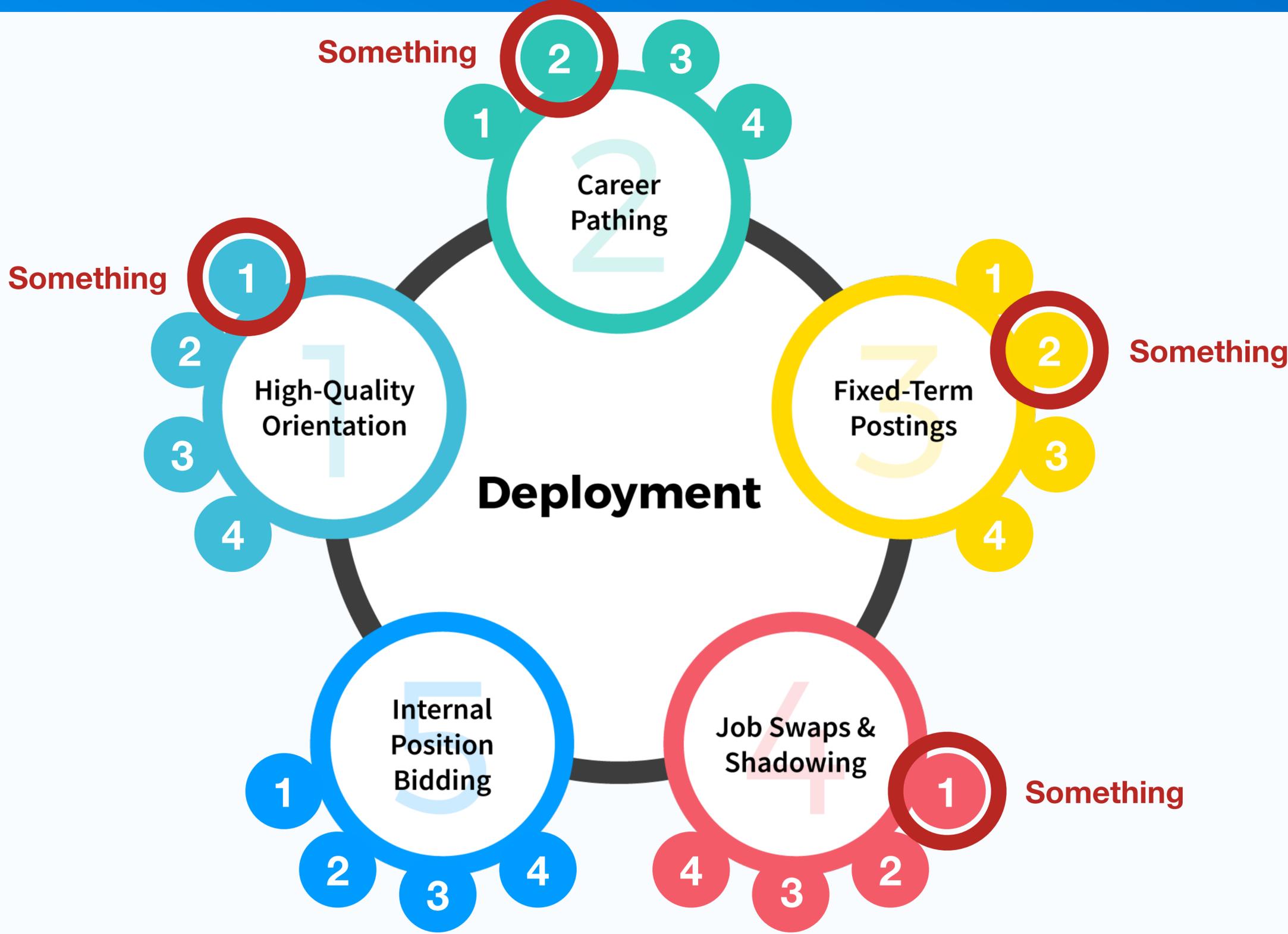
**How to Deploy Your Employees for Maximum  
Impact, Engagement & Retention**  
Architecting Scale with Predictable Success



# NO / LITTLE EXISTING PROCESS



# NO / LITTLE EXISTING PROCESS



# ESTABLISHED EXISTING PROCESS

## GROUP EXERCISE

### QUESTIONS FOR YOU AND YOUR TEAM

- Why / when does your Deployment process work well?
- Why / when does your Deployment process not work well?
- What 3 things could you start doing, that would make your Deployment process better?
- What 3 things should you stop doing, that would make your Deployment process better?
- What's the major barrier / constraint on consistently executing your Deployment process effectively?



# NEXT STEPS?

---

**How to Deploy Your Employees for Maximum  
Impact, Engagement & Retention**  
Architecting Scale with Predictable Success



# HOW WE CAN HELP

You can architect scale yourself using our expansive suite of **training courses and live events** that are designed to help you reach Predictable Success!

**Do-It-Yourself**

You can bring in a knowledgeable Scale Architect we've personally trained to **help coach you and your team** into Predictable Success!

**Coaching & Consulting**

We can **train one or more of your current leaders** to become a Scale Architect within your organization to help you reach Predictable Success!

**Train the Trainer**



**LET US HELP YOU**

**FAST TRACK YOUR PROGRESS  
TOWARD PREDICTABLE SUCCESS  
WITH SCALE ARCHITECTS**

[www.scalearchitects.com/contact](http://www.scalearchitects.com/contact)

**SCAN ME**



# OUR NEXT EVENT

HOW TO BUILD & EQUIP  
*WORLD-CLASS TEAMS WITH*  
**MENTORING & COACHING**

**NOVEMBER 9 @ 2:00 PM EDT**

[predictablesuccess.com/2021-  
livestream-series](https://predictablesuccess.com/2021-livestream-series)

**SCAN ME**



# **A SMALL TOKEN OF OUR APPRECIATION**

**3 FREE OFFERS  
FROM US TO YOU!**

## **INTERNAL POSITION BIDDING PROCESS**

Let your current employees know how to apply for promotion to an open position within your organization

## **INTERNAL JOB APPLICATION**

A sample form you can use for current employees to apply for promotion to an open position

## **FREE CONSULTATION**

We'd love to help you identify the next steps for your journey into Predictable Success in your Deployment Strategy



# Q & A

---

We're here to answer any questions you may have!



**LET US HELP YOU**

**FAST TRACK YOUR PROGRESS  
TOWARD PREDICTABLE SUCCESS  
WITH SCALE ARCHITECTS**

[www.scalearchitects.com/contact](http://www.scalearchitects.com/contact)

**SCAN ME**

