

WELCOME!

**THE LIVESTREAM WILL START
IN JUST A MOMENT**

**How Align Every Action of Every Employee
with Your Vision for the Future**
Architecting Scale with Predictable Success

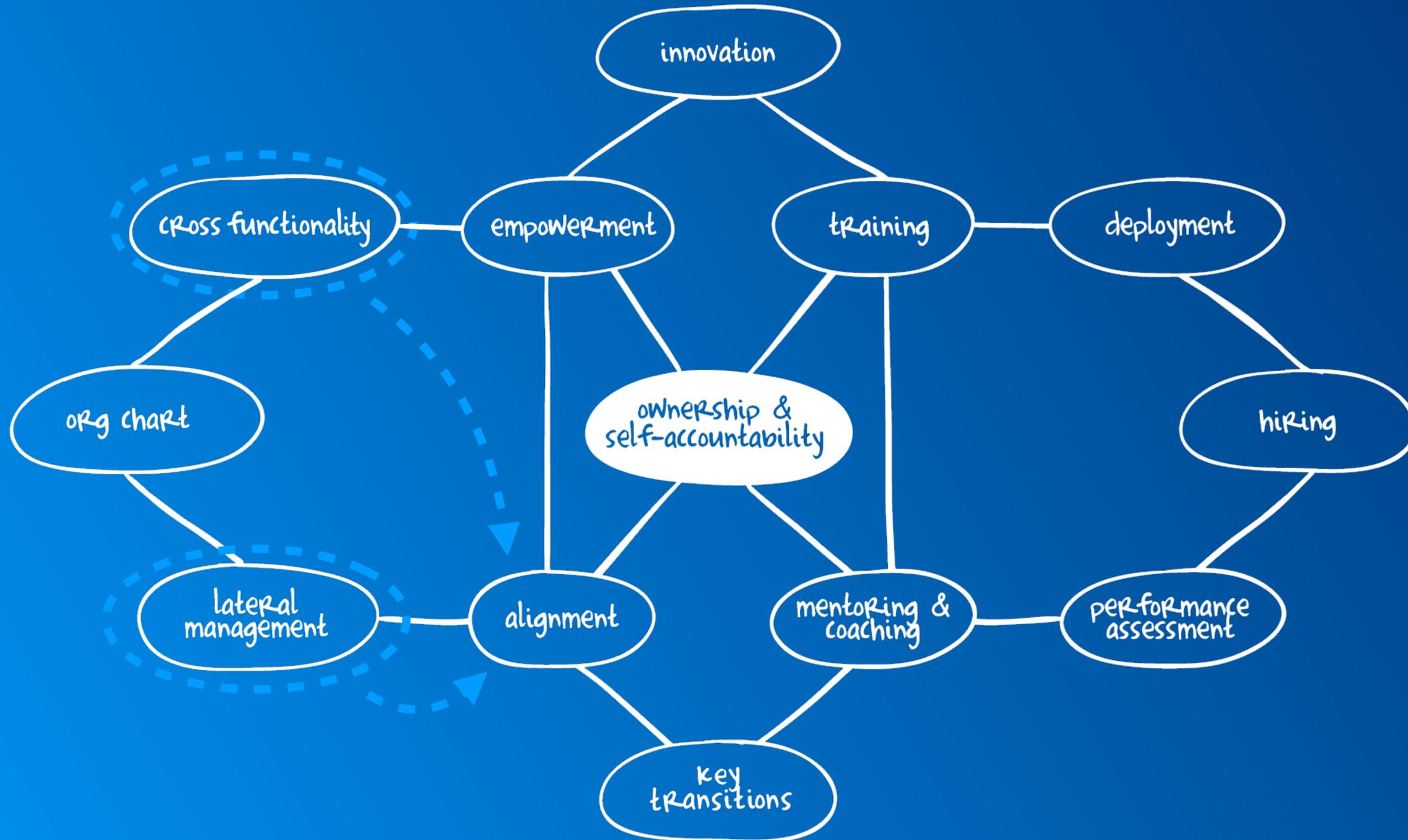


HOW ALIGN EVERY ACTION OF EVERY EMPLOYEE WITH YOUR VISION FOR THE FUTURE

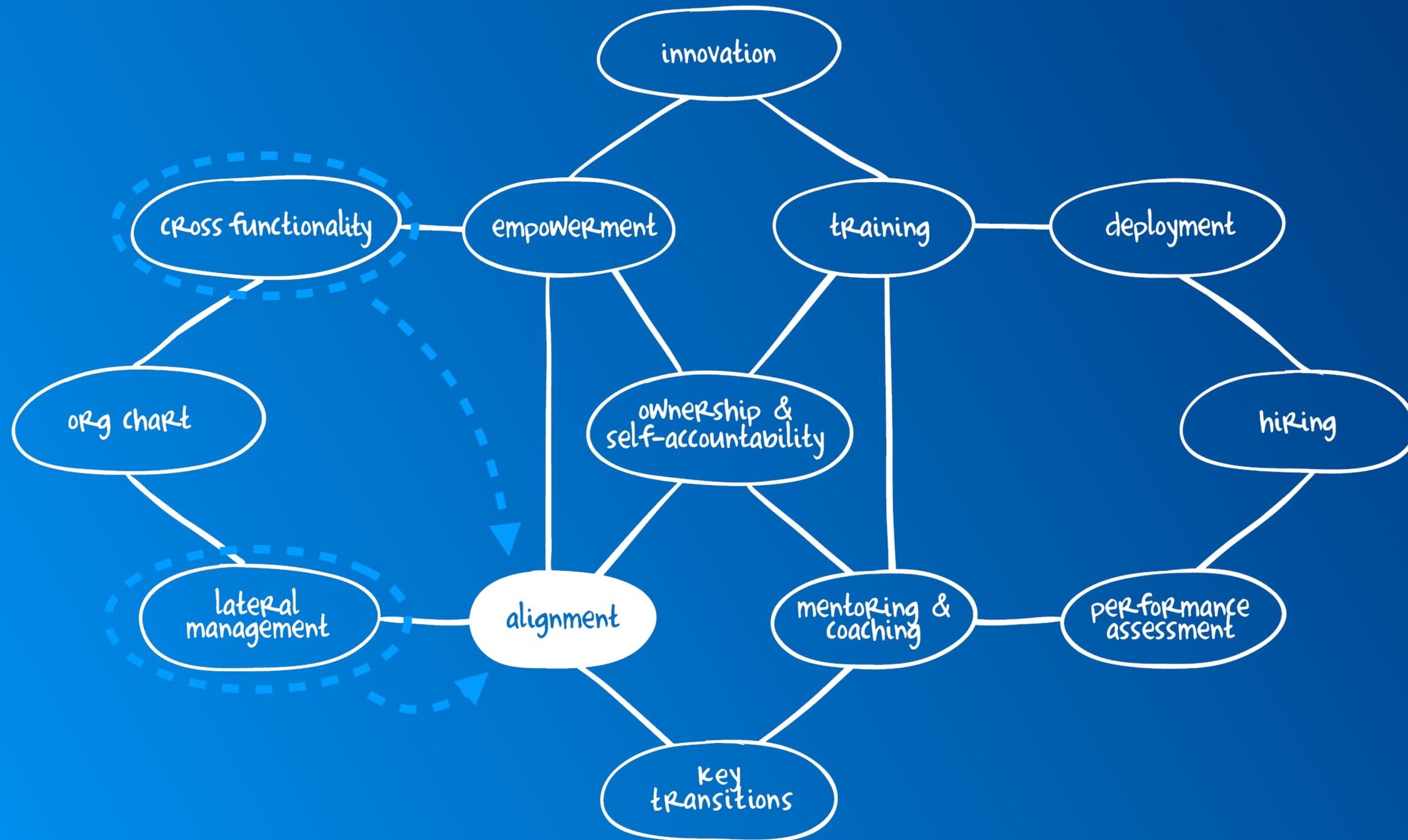
Architecting Scale with Predictable Success



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



TODAY'S AGENDA

PART 1

Understand the special role of the Alignment as an essential skill to scale any organization

PART 2

The 5 Key Factors of you need to maintain and increase alignment in a rapidly growing organization

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 businesses across the country identify the right growth strategies and find the right guides to get them on the fast-track to Predictable Success and stay there as long as possible.



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.

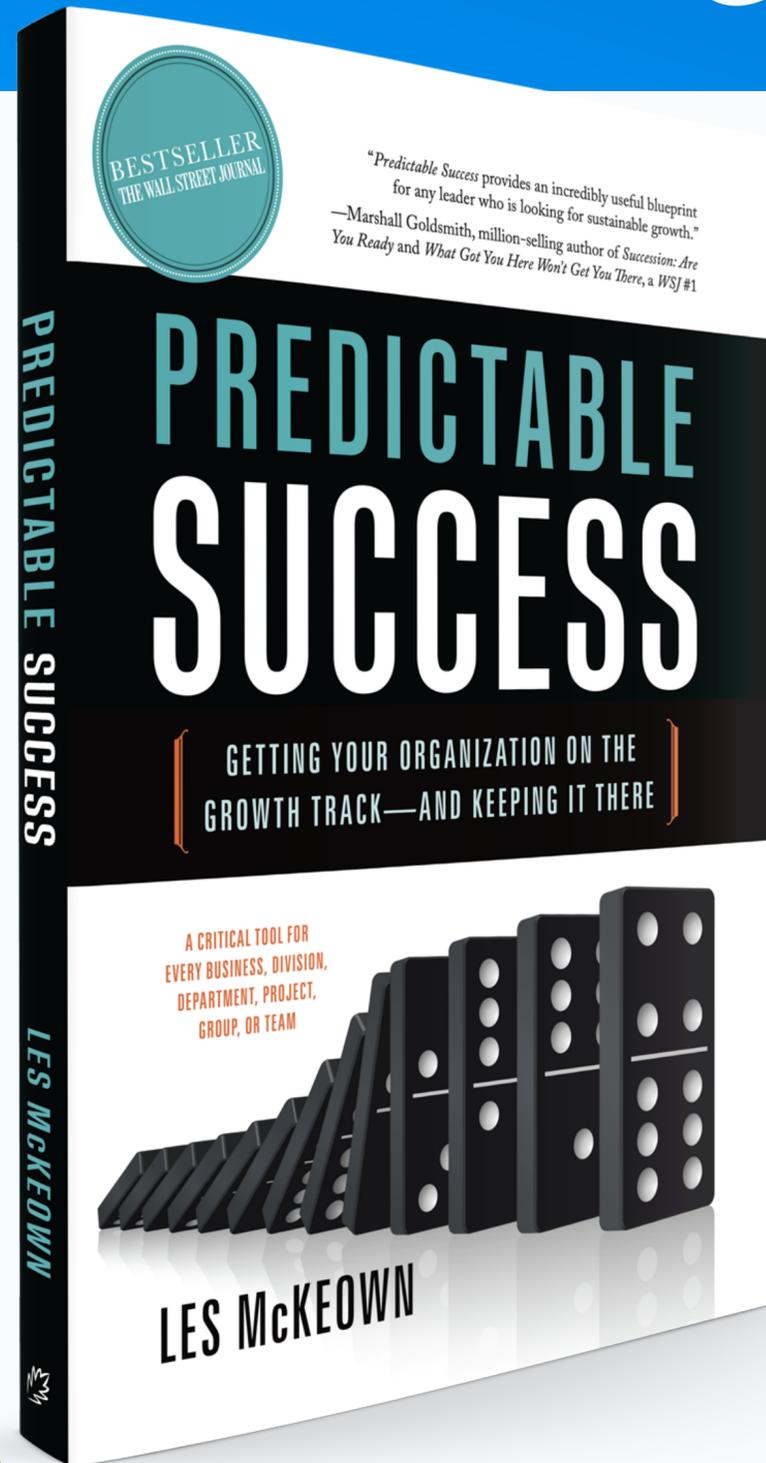
Les advises CEOs and senior leaders of organisations on how to achieve scalable, sustainable growth. His clients range from large family-owned businesses to Fortune 100 companies, and include Harvard University, American Express, T-Mobile (now EE in the UK and Europe), United Technologies, the Pella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



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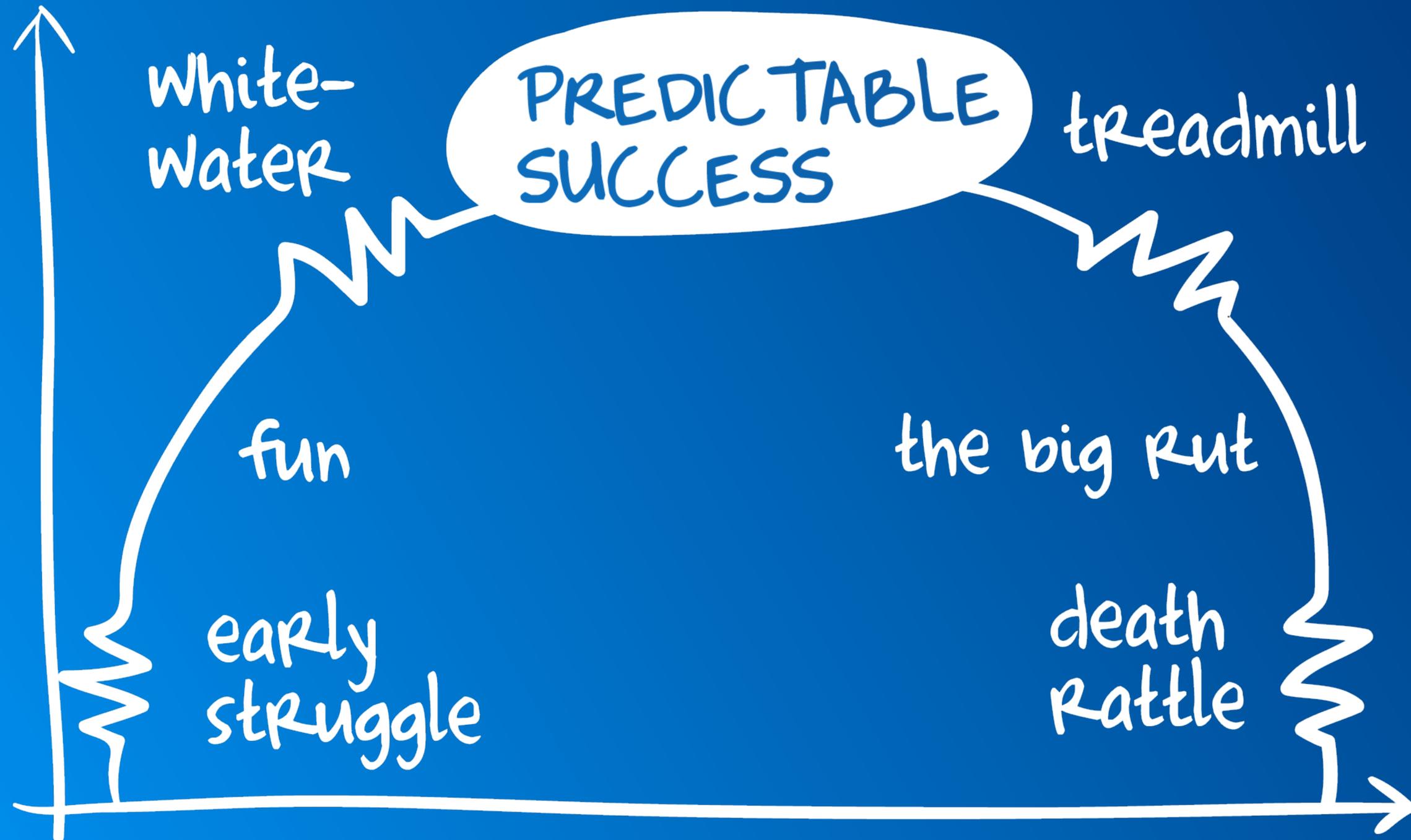


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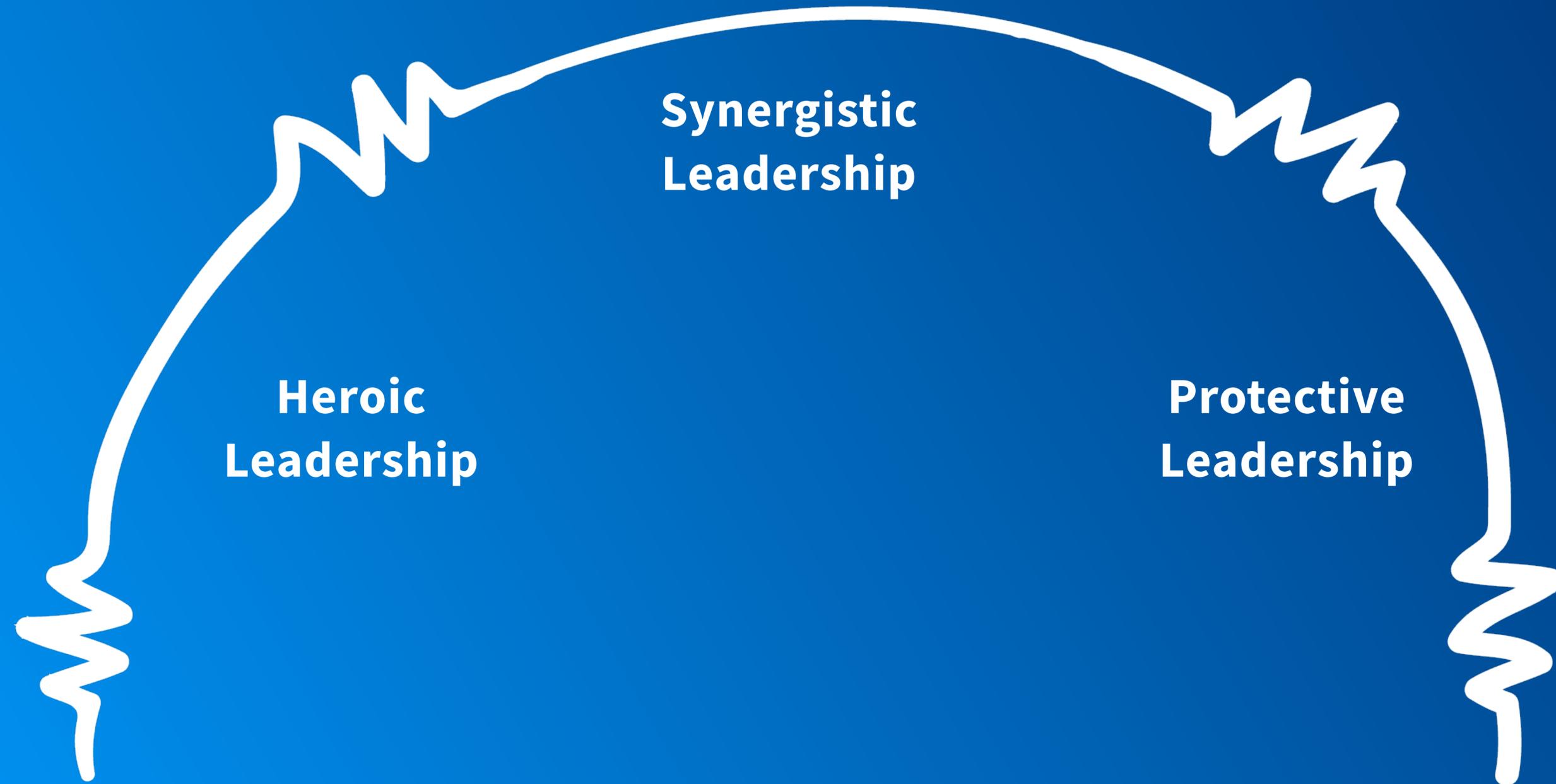
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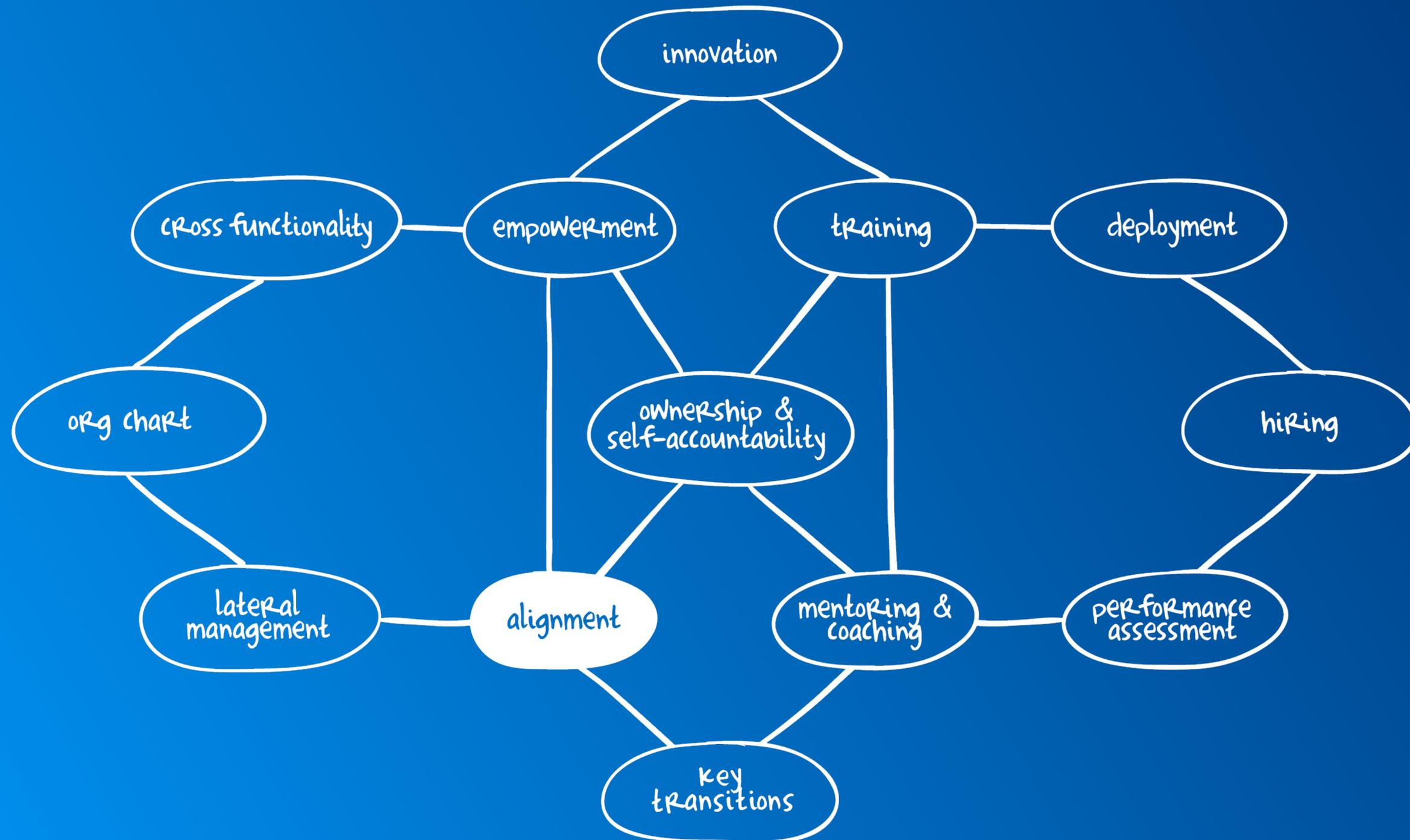
THE PREDICTABLE SUCCESS MODEL



HIGH-QUALITY TEAM-BASED DECISION MAKING



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



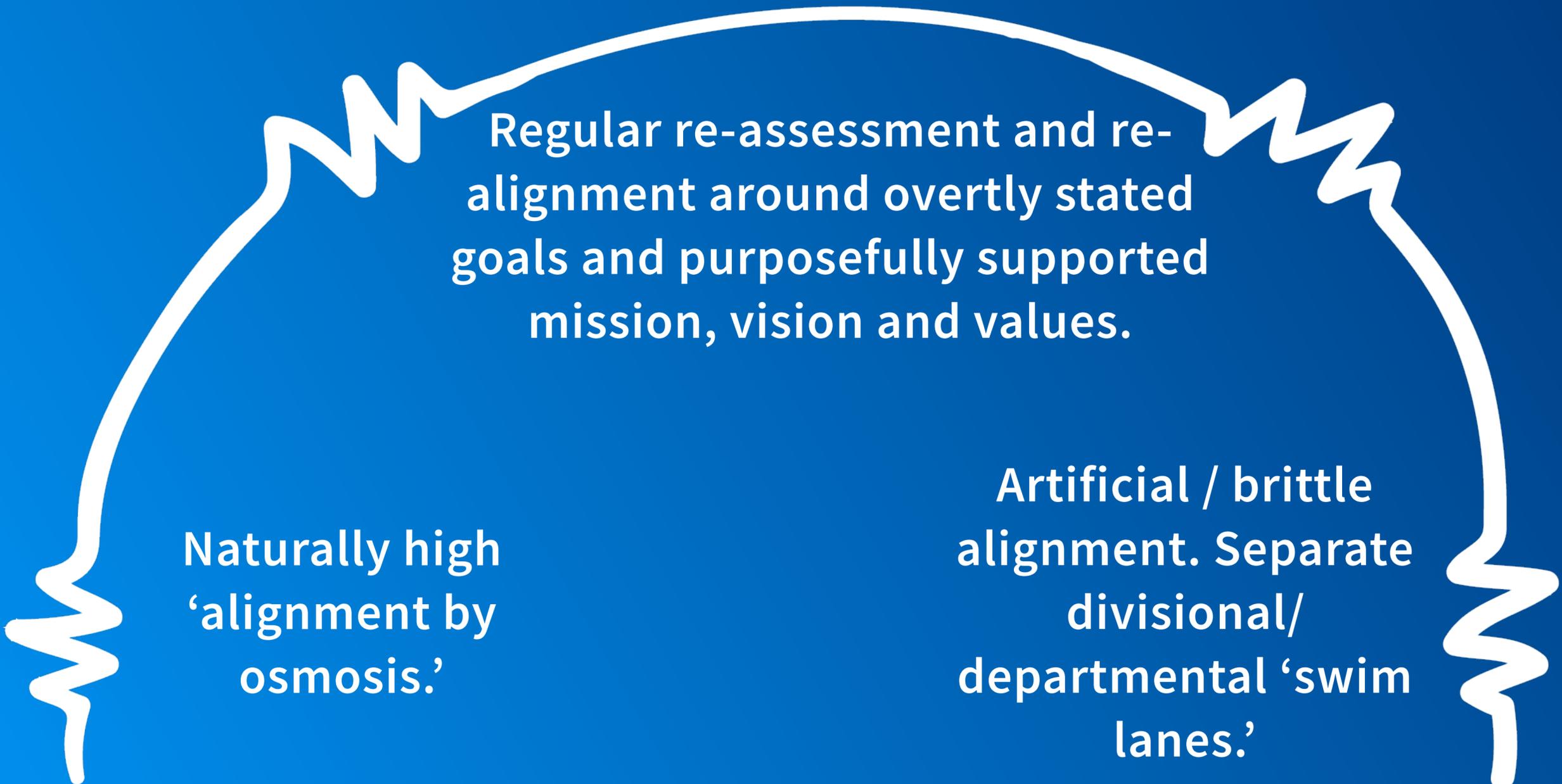
“

The degree to which everyone in an organization, department, project, group or team: understands, agrees with those goals; and, works effectively and efficiently toward achieving their common goals;

Alignment: Defined



ALIGNMENT IN PREDICTABLE SUCCESS



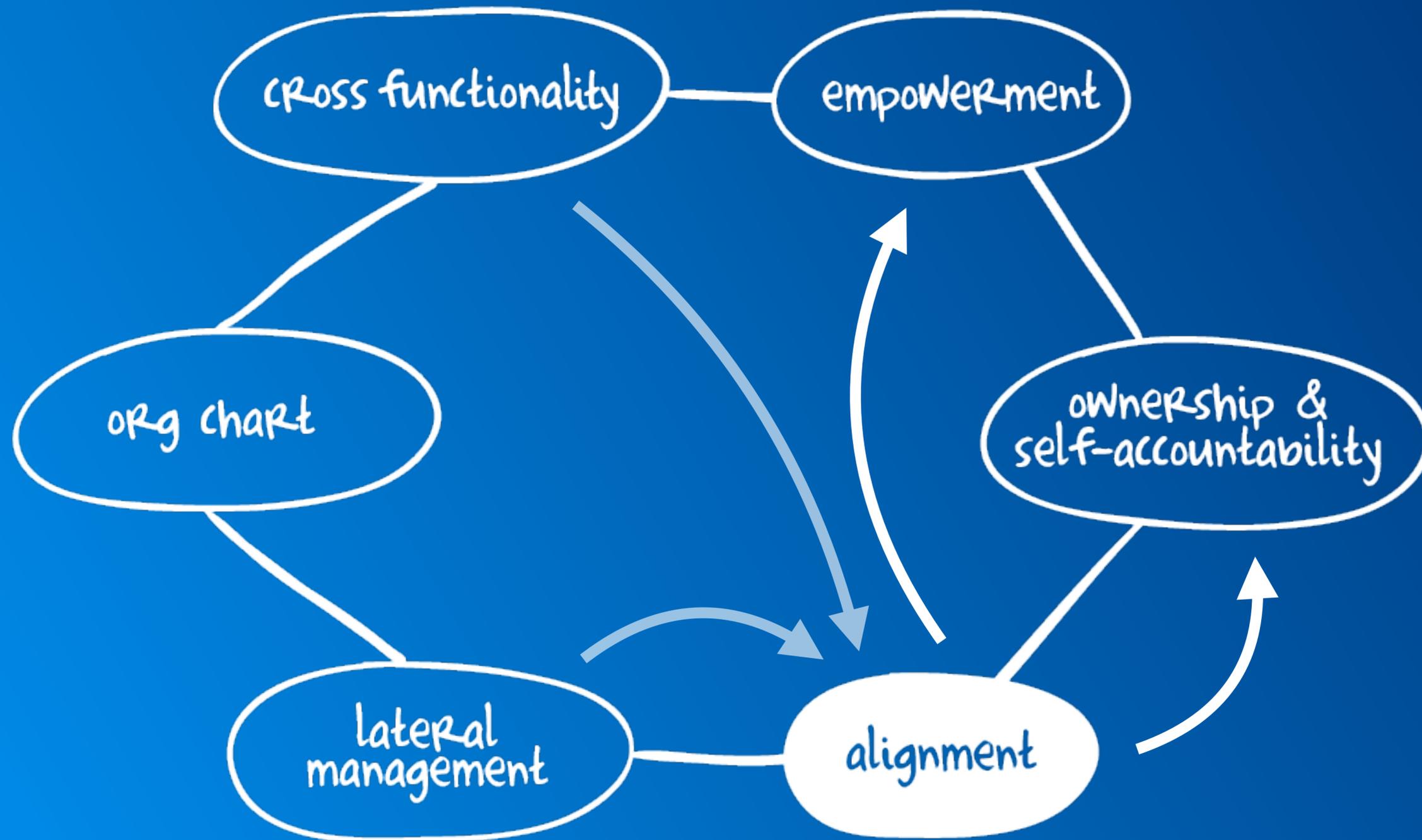
Regular re-assessment and re-alignment around overtly stated goals and purposefully supported mission, vision and values.

Naturally high
'alignment by
osmosis.'

Artificial / brittle
alignment. Separate
divisional/
departmental 'swim
lanes.'



DEPENDENCY

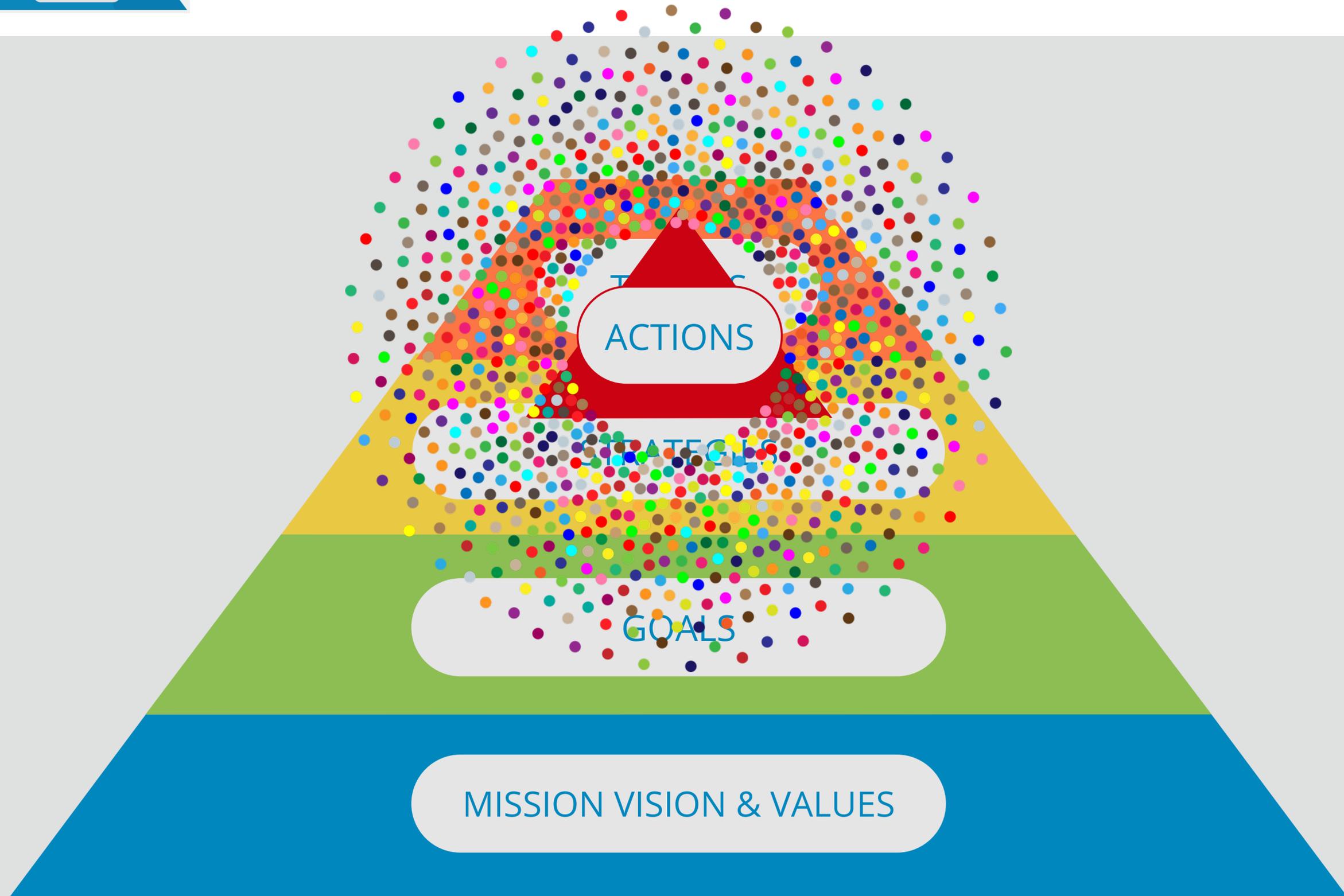


KEY CONCEPT: THE ALIGNMENT PYRAMID



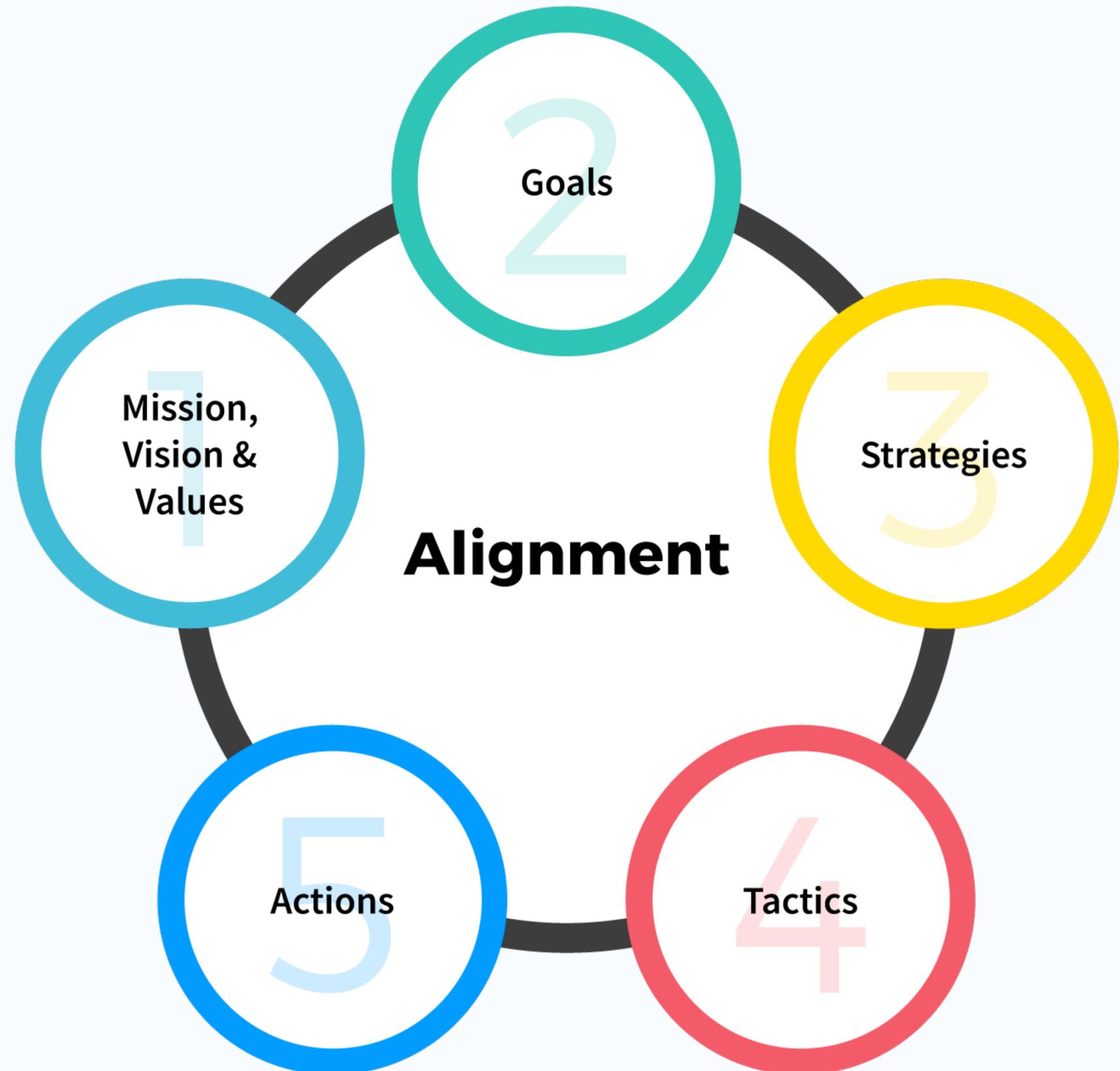


The Alignment Pyramid



THE FIVE KEY FACTORS

THE ESSENTIAL STARTING POINT TO SCALE ANY ORGANIZATION





Mission, Vision & Values

The largest privately-owned, not-for-sale independent car dealership in Ireland, generating excess cash flow and exercising enlightened nepotism by employing a 'family-first' policy.

MISSION VISION & VALUES



Goals

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Rolls-Royce	XX	XX	XX	XX	XX
Bentley	XX	XX	XX	XX	XX
Aston Martin	XX	XX	XX	XX	XX
Mercedes	XXX	XXX	XXX	XXX	XXX
Lexus	XXX	XXX	XXX	XXX	XXX
BMW	XXX	XXX	XXX	XXX	XXX
TOTAL	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX

GOALS



Strategies

Sell 'AA' Luxury Marques to

- Younger
- High-earning
- Upwardly mobile people

Sell 'AAA' Luxury Marques to

- Older
- Cash-rich
- Crankier people

STRATEGIES



Tactics

- Financing plans
 - Event sponsorship
 - Delivery to workplace
- No shop / lot visits
 - Loaner upgrade
 - Liveried drivers

TACTICS



Actions

- Standing in a line, holding hands, and singing
- ...to the arena a massive bunch of flowers
- ...to add live to a large house 50 miles away

ACTIONS

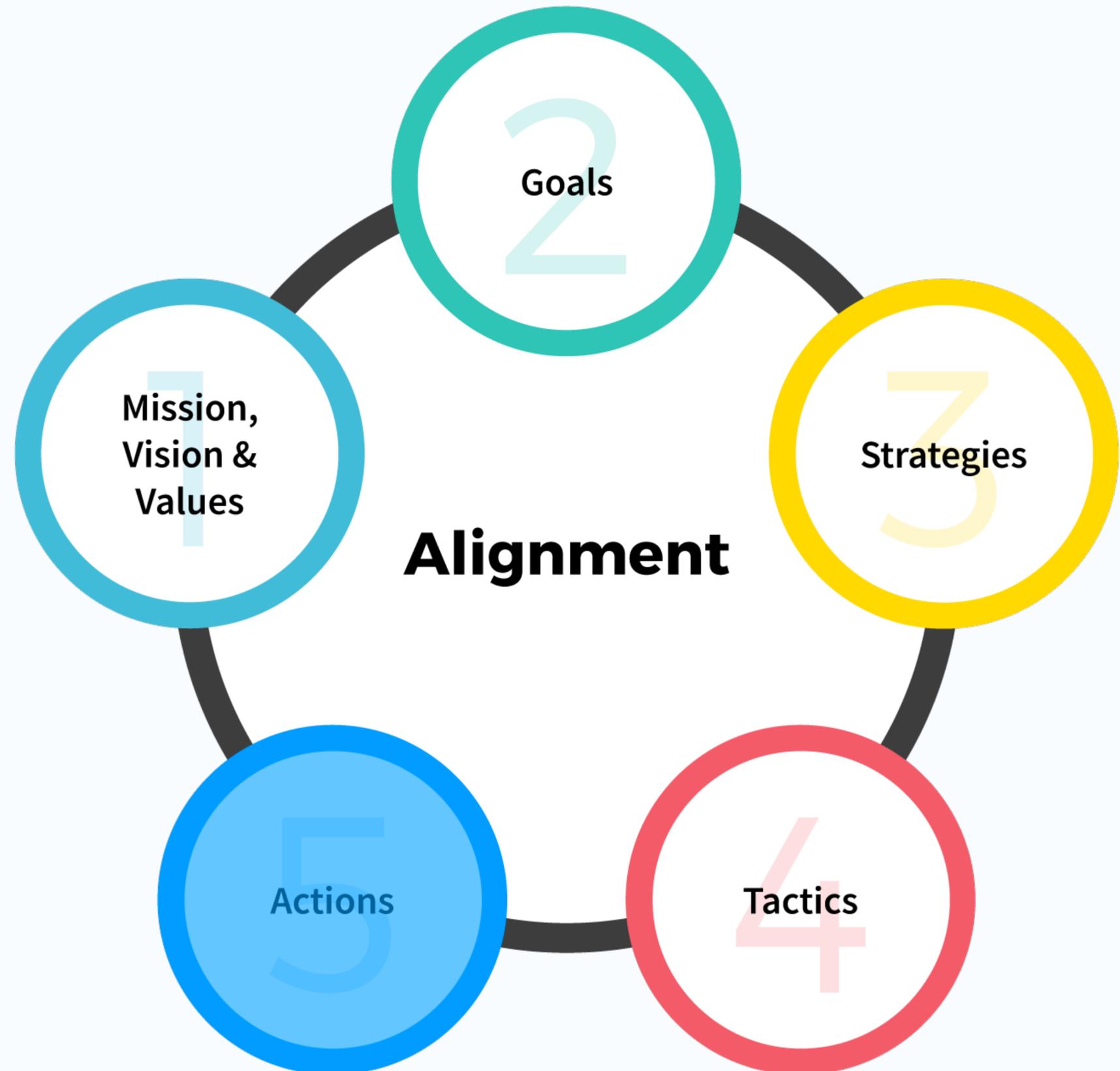


The Alignment Pyramid



THE FIVE KEY FACTORS

THE MISSING LINK TO SCALABILITY



MV&V, GOALS, STRATEGIES & TACTICS:

FOUR MAIN ELEMENTS:

1. Are they each clearly defined?
2. Are they created at the right level in the organization?
3. Are they appropriately linked upstream AND downstream?
4. Are they subject to *CASCADING REVIEW AND REVISION*?

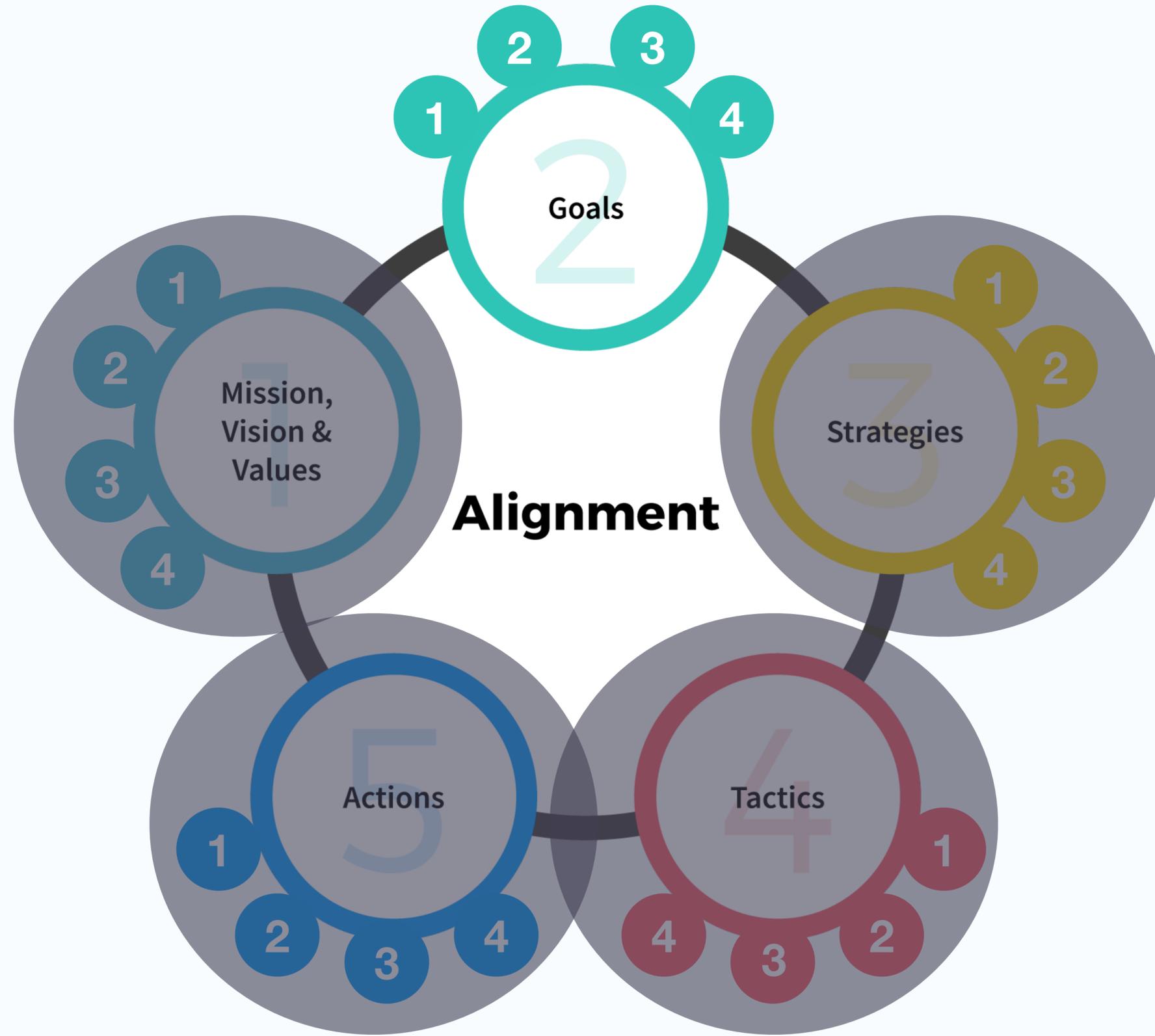


IMPLEMENTATION QUICK-START

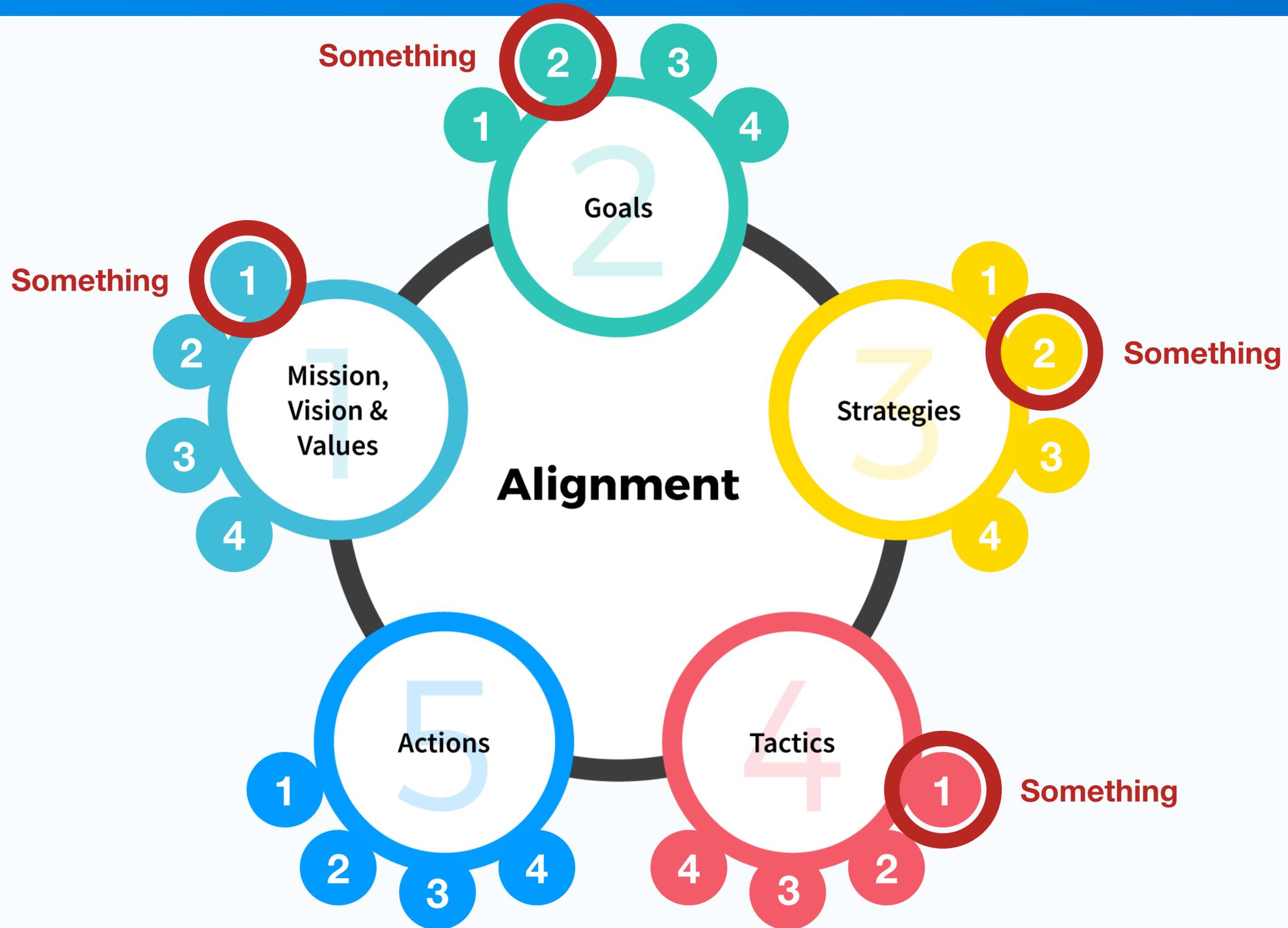
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NO / LITTLE EXISTING ALIGNMENT



NO / LITTLE EXISTING ALIGNMENT



ESTABLISHED EXISTING ALIGNMENT

GROUP EXERCISE

QUESTIONS FOR YOU AND YOUR TEAM

- Why / when does your organization feel most Aligned?
- Why / when does your organization feel least Aligned?
- What 3 things could you start doing, that would make your Alignment better?
- What 3 things should you stop doing, that would make your Alignment better?
- What's the major barrier / constraint on consistently and effectively achieving Alignment?



NEXT STEPS?

**How Align Every Action of Every Employee
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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 personally **train and certify one of your team members** as an expert in the Predictable Success methodology!

Certification



LET US HELP YOU

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

www.scalearchitects.com/contact

SCAN ME



LiveStream on May 10 at 2:00 pm eastern

HOW TO GUARANTEE HIGH- QUALITY DECISION-MAKING AND EXECUTION WITH A CULTURE OF **EMPOWERMENT**

Architecting Scale with Predictable Success Series



Scott Ritzheimer
CEO of Scale Architects



Les McKeown
CEO of Predictable Success



A SMALL TOKEN OF OUR APPRECIATION

3 FREE OFFERS
FROM US TO YOU!

HOW TO REBUILD ALIGNMENT

You can't always address Misalignment head on. Learn to identify the root causes elsewhere first.

BUILDING THE RHYTHM OF EXECUTION

Learn how to leverage the Alignment Pyramid to create a high-impact meeting cadence

FREE CONSULTATION

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



Q & A

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

