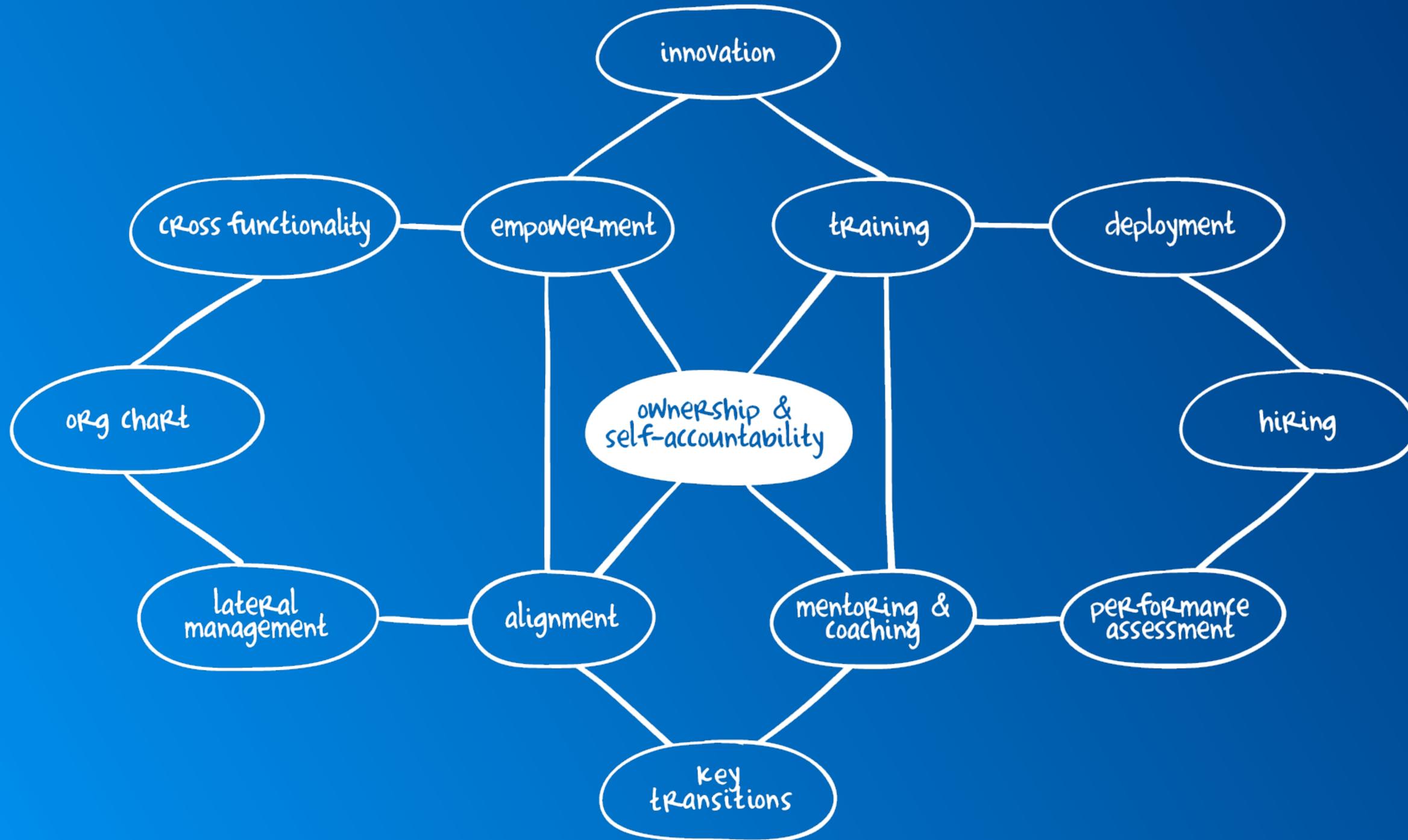


HOW TO BUILD A VISIONARY ORGANIZATION WITH INNOVATION AT EVERY LEVEL

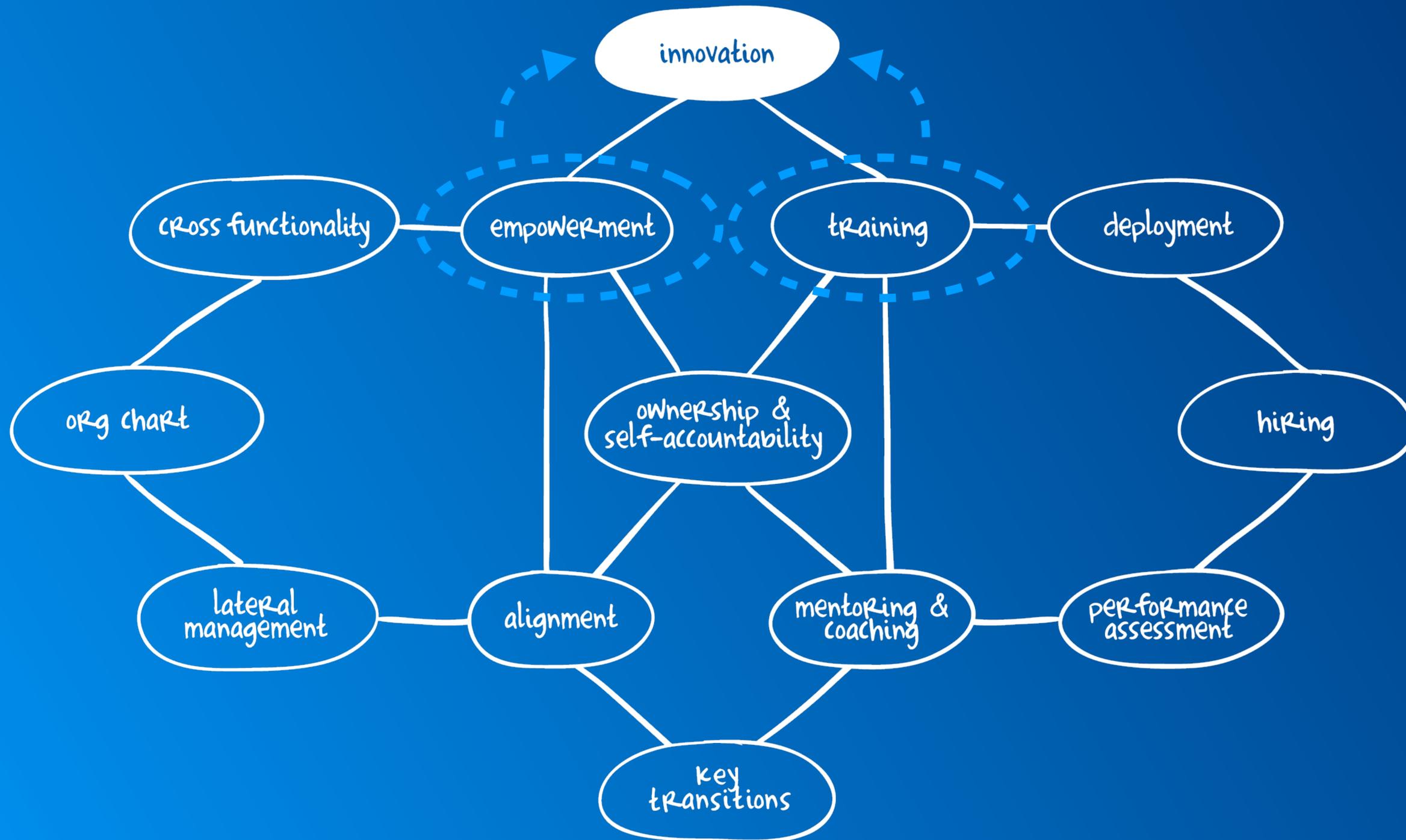
Architecting Scale with Predictable Success



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



TODAY'S AGENDA

PART 1

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

PART 2

The 5 Key Factors of you need to effectively institutionalize Innovation across your 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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Sign up for our licensing or certification program by **June 30th**, and come join us in Atlanta on September 12-15 for live training by Les McKeown and Scott Ritzheimer.

Apply today at scalearchitects.com/certification

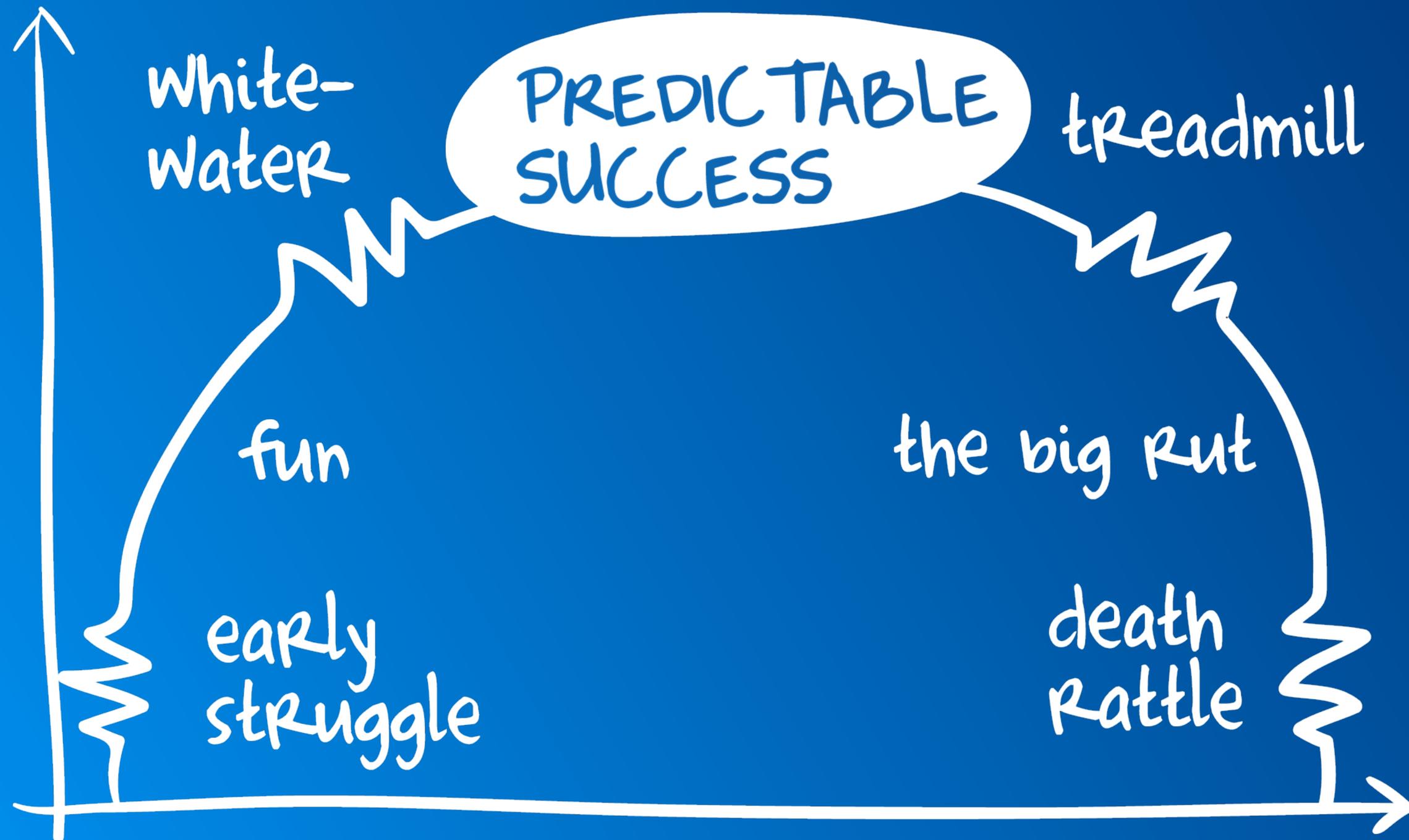


HOW TO BUILD A VISIONARY ORGANIZATION WITH INNOVATION AT EVERY LEVEL

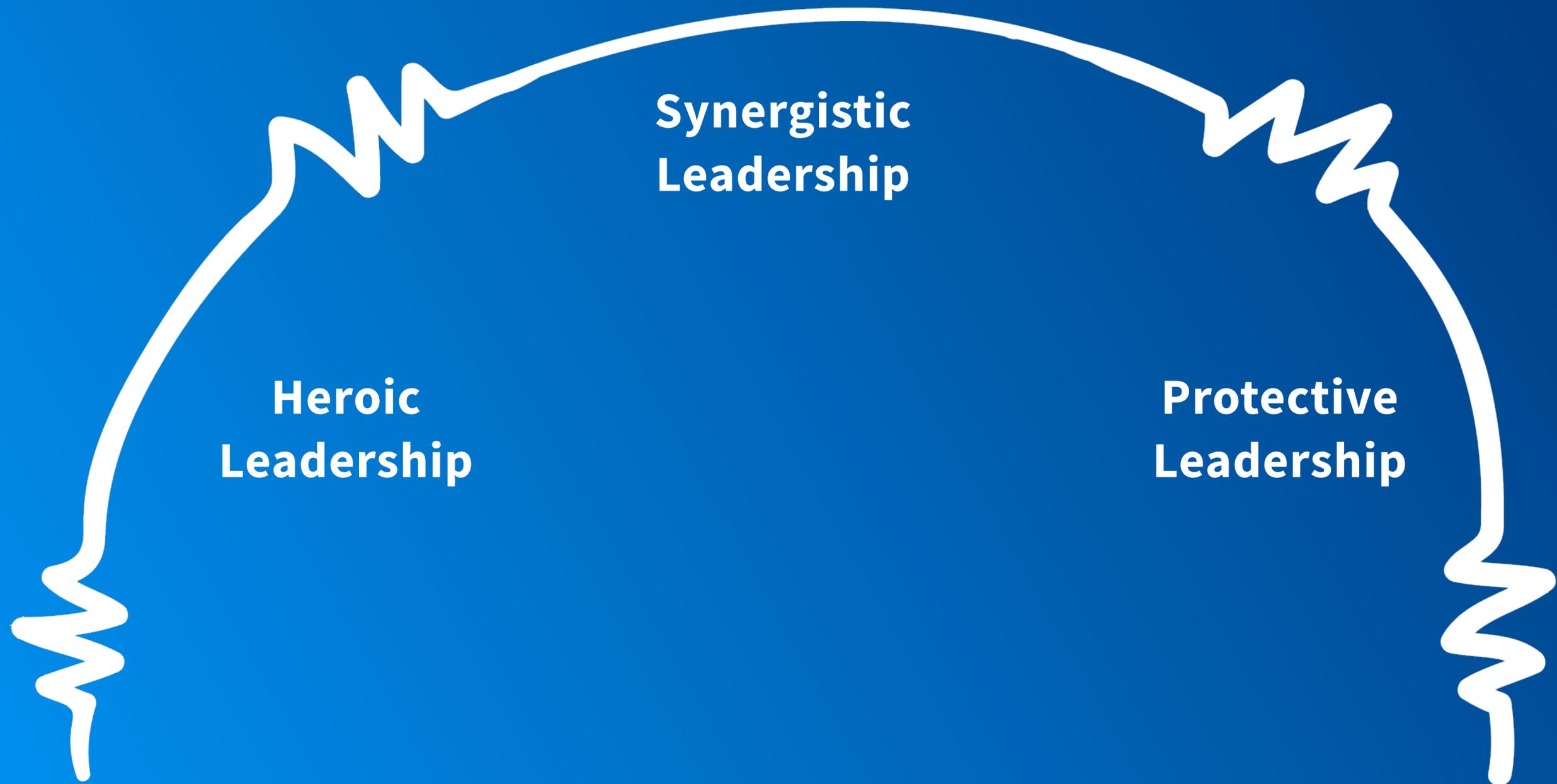
Architecting Scale with Predictable Success



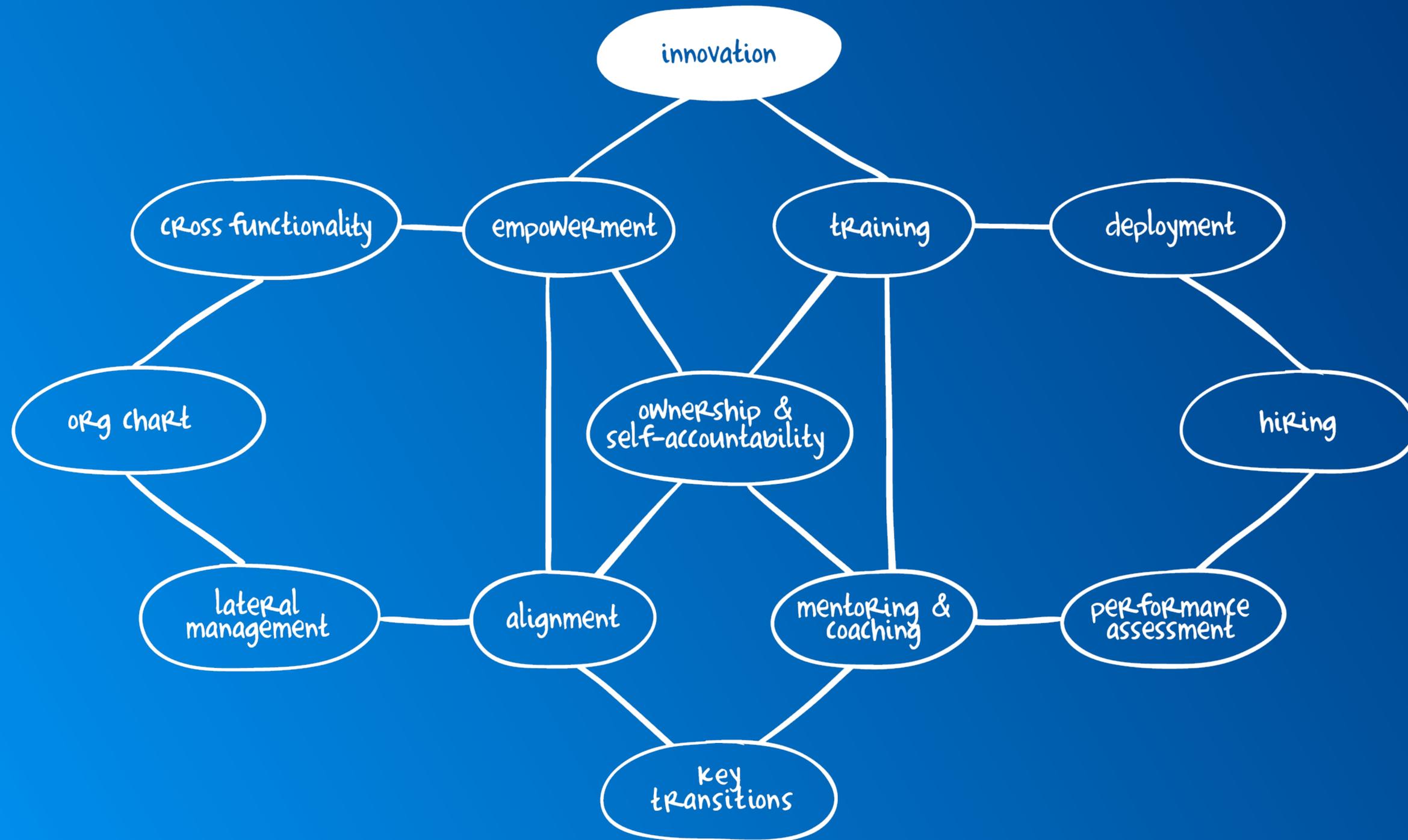
THE PREDICTABLE SUCCESS MODEL



HIGH-QUALITY TEAM-BASED DECISION MAKING



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



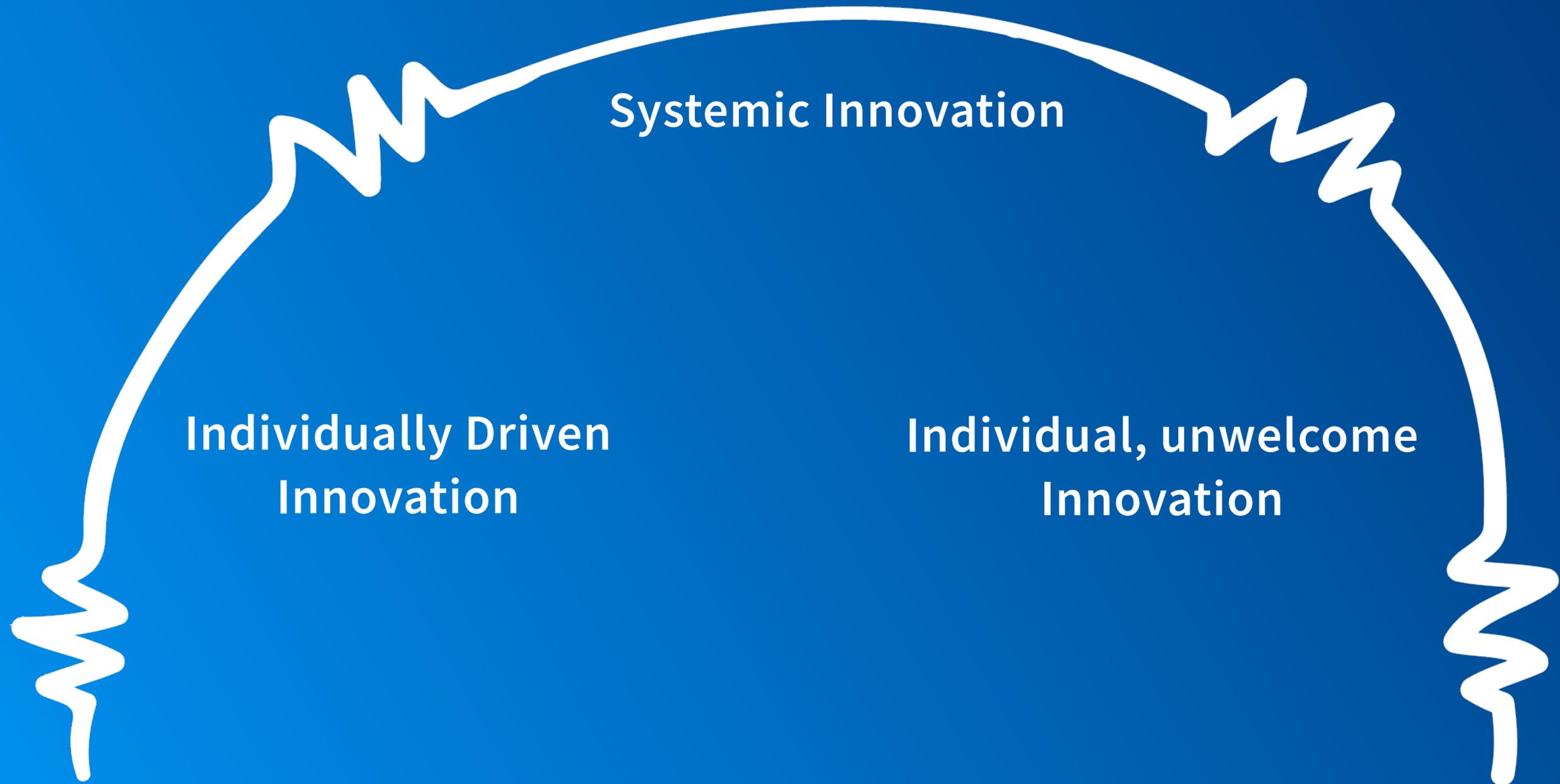
“

The ability to consistently, effectively,
profitably and sustainably innovate
throughout the organization without
dependence on specific individuals to do so.

Innovation: Defined

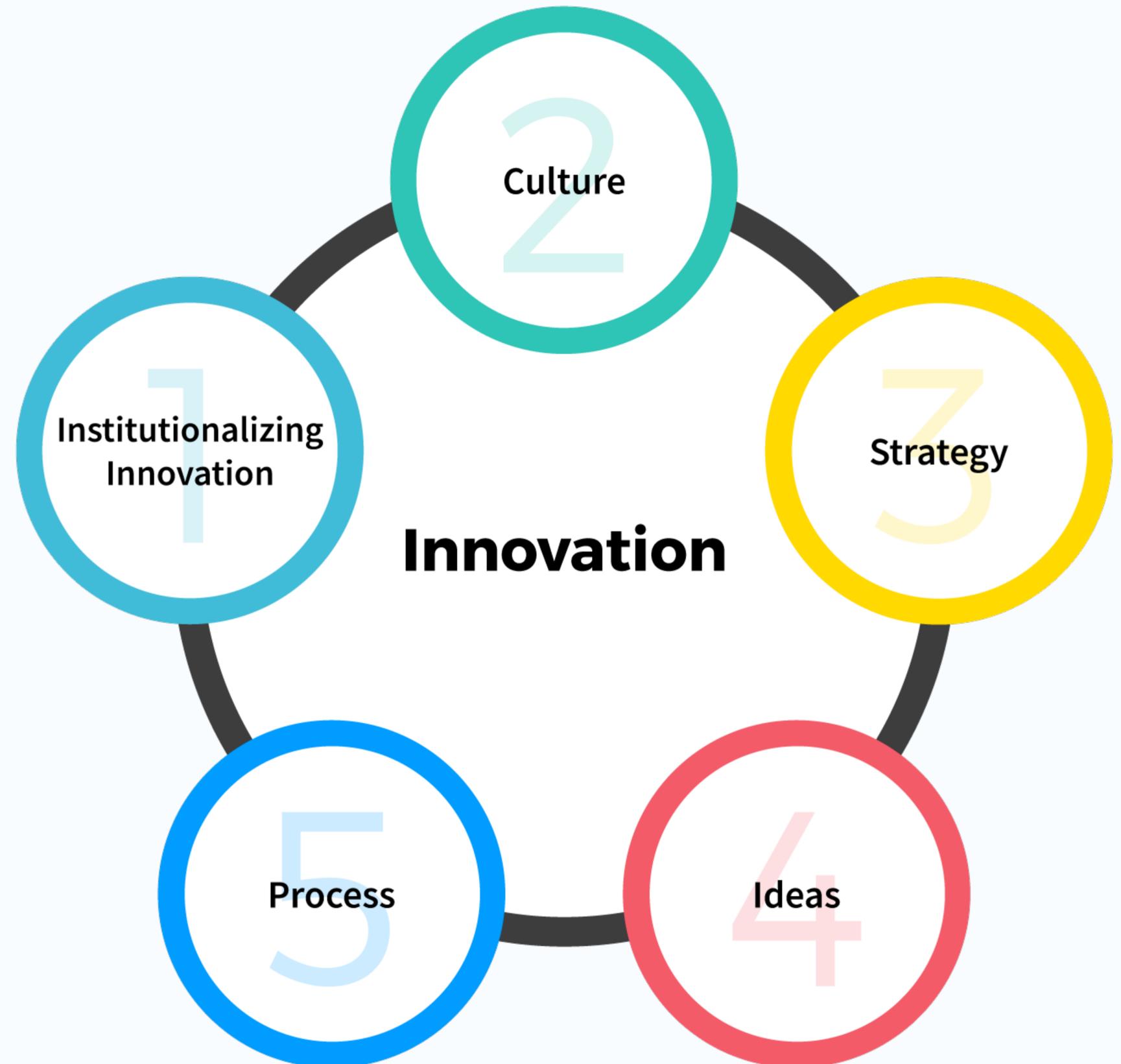


INNOVATION IN PREDICTABLE SUCCESS



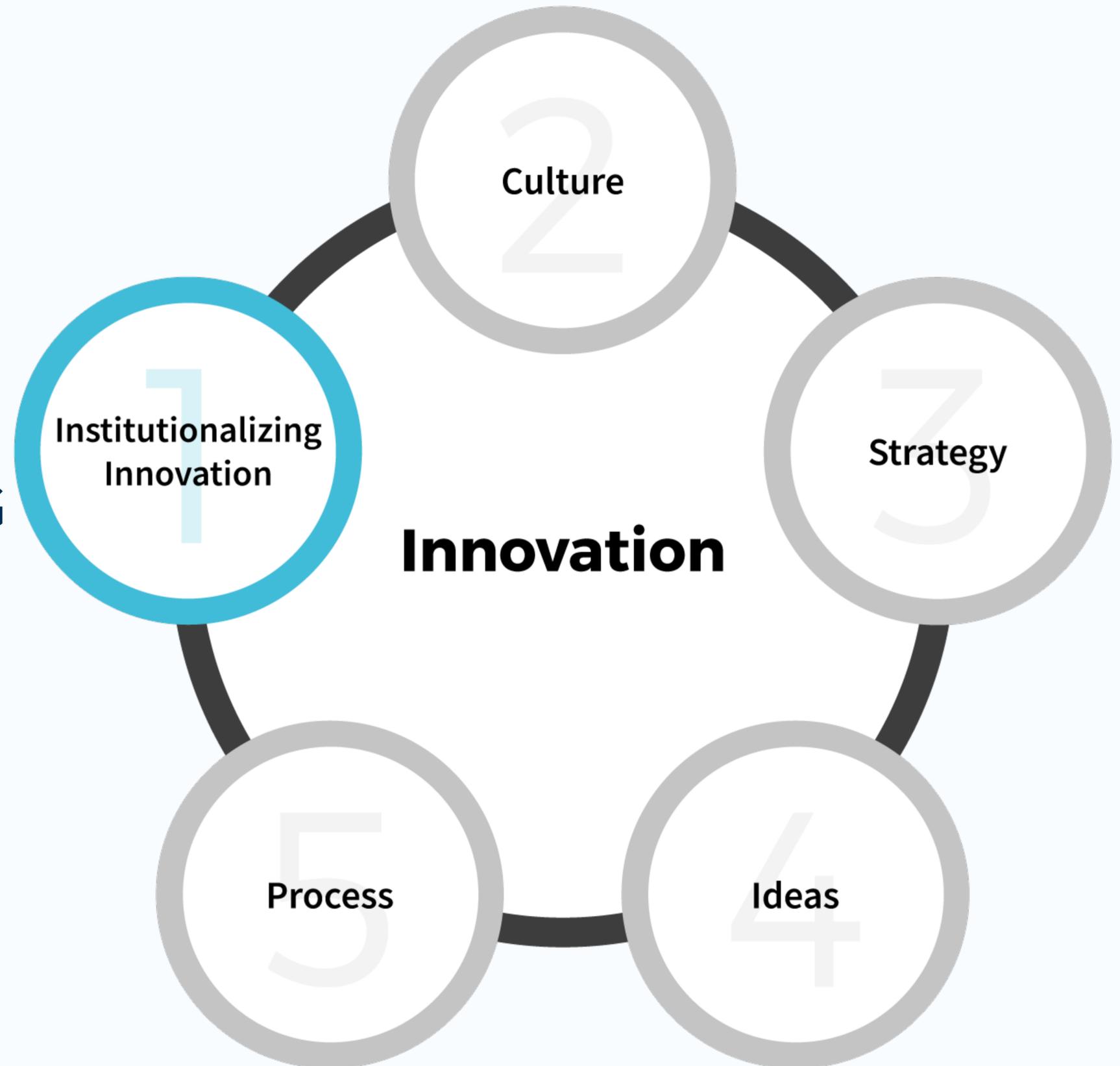
THE FIVE KEY FACTORS

SUSTAINING &
AMPLIFYING
PREDICTABLE
SUCCESS



KEY FACTOR #1

INSTITUTIONALIZING INNOVATION



INSTITUTIONALIZING INNOVATION

FOUR MAIN ELEMENTS:

1. Identify
2. Codify (PESTLE analysis)



INSTITUTIONALIZING INNOVATION

PESTLE:

- Political
- Economic
- Social
- Technological
- Legislative
- Environmental



INSTITUTIONALIZING INNOVATION

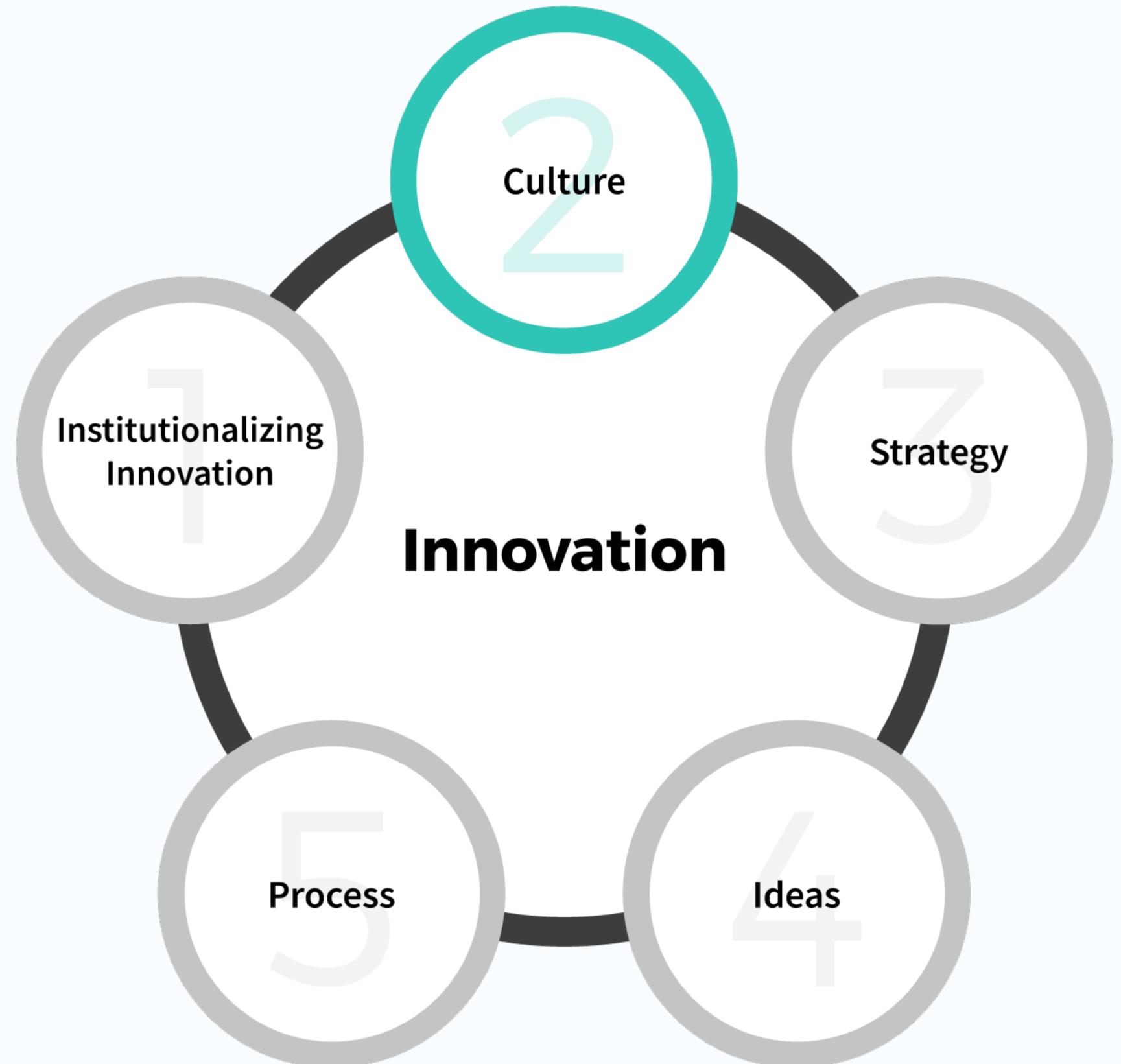
FOUR MAIN ELEMENTS:

1. Identify
2. Codify (PESTLE analysis)
3. Mentor
4. Measure



KEY FACTOR #2

CULTURE



CULTURE

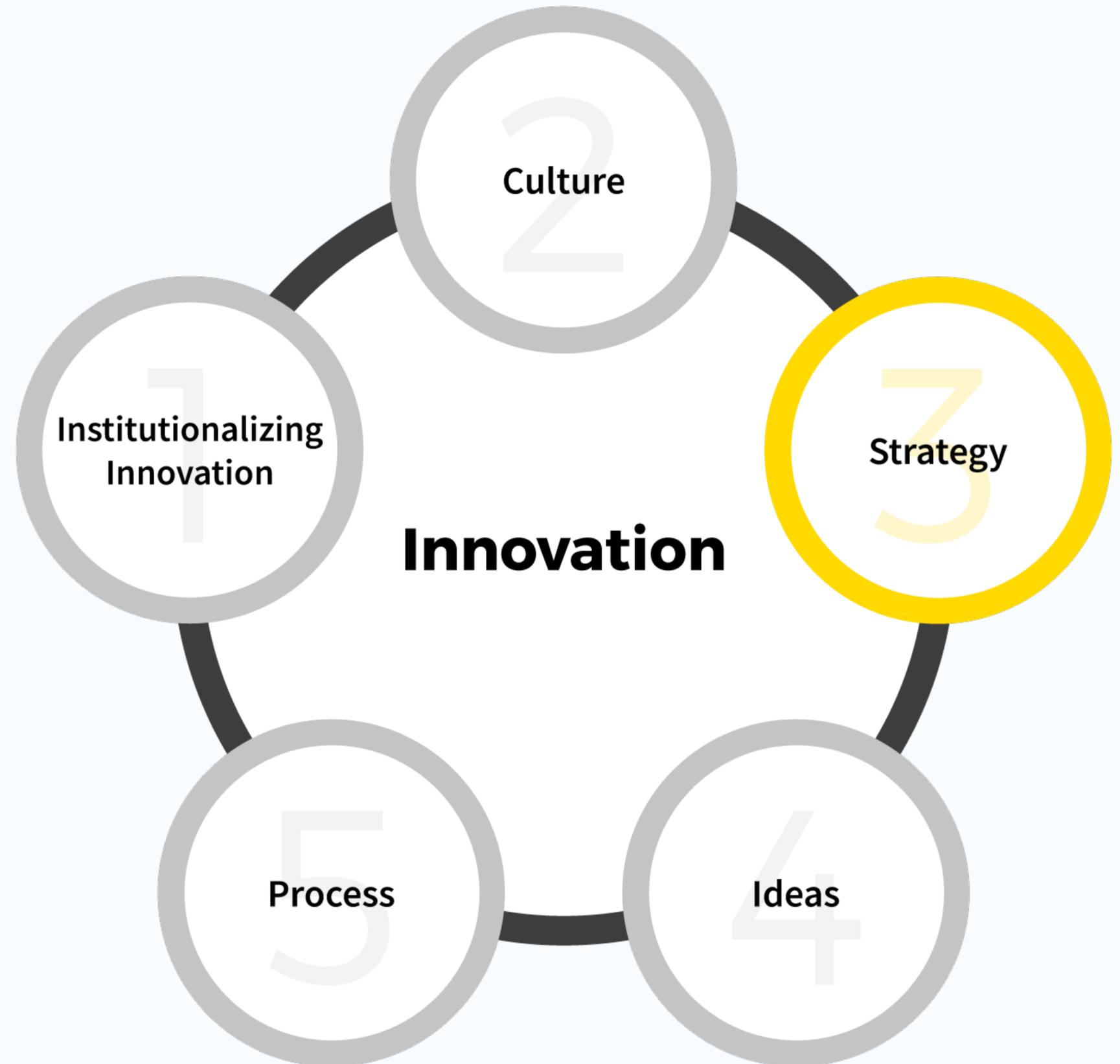
FOUR MAIN ELEMENTS:

1. Hiring
2. Role descriptions
3. Performance Assessment
4. Celebration



KEY FACTOR #3

STRATEGY



STRATEGY

FOUR MAIN ELEMENTS:

1. The Alignment Pyramid
2. Planning for Innovation
3. PESTLE Analysis
4. Success metrics



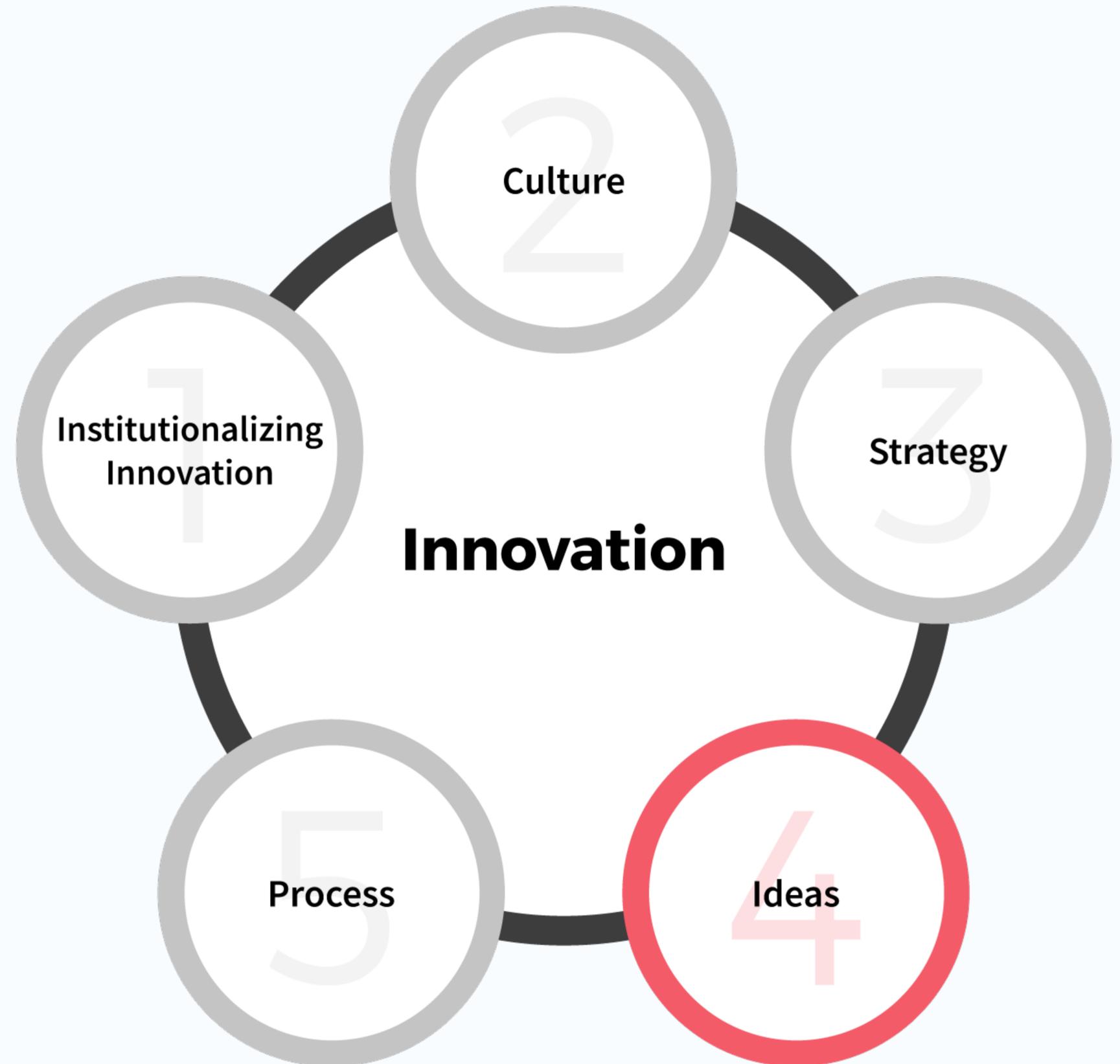
THE ALIGNMENT PYRAMID



KEY FACTOR

#4

IDEAS



IDEAS

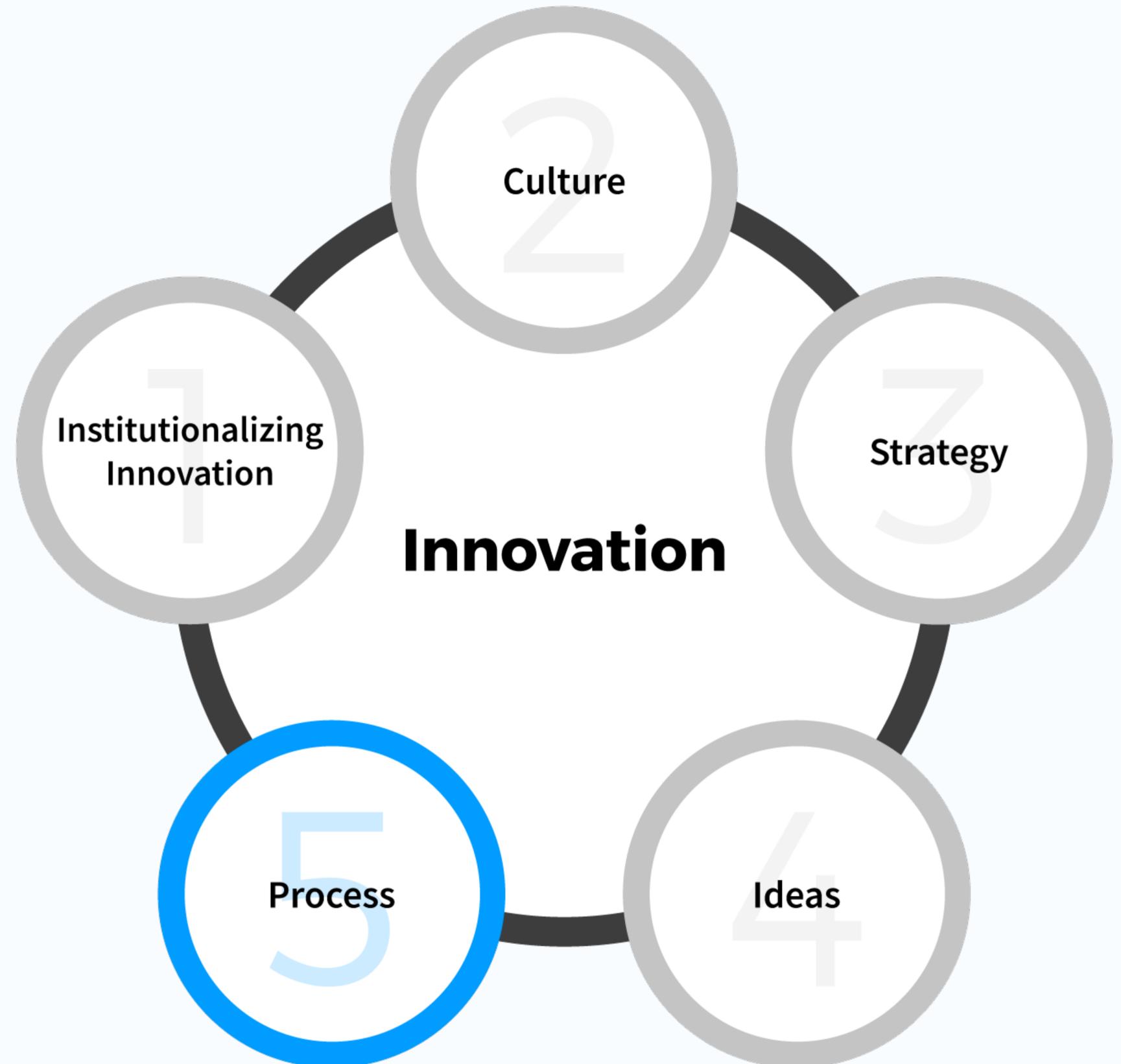
FOUR MAIN ELEMENTS:

1. Assessment criteria (**R**eturn **o**n **I**dea **G**eneration)
2. Generative process
3. Yes / No gates
4. Testing basin



KEY FACTOR #5

PROCESS



PROCESS

FOUR MAIN ELEMENTS:

1. Idea generation
2. Idea assessment
3. Codification
4. Positive autopsy

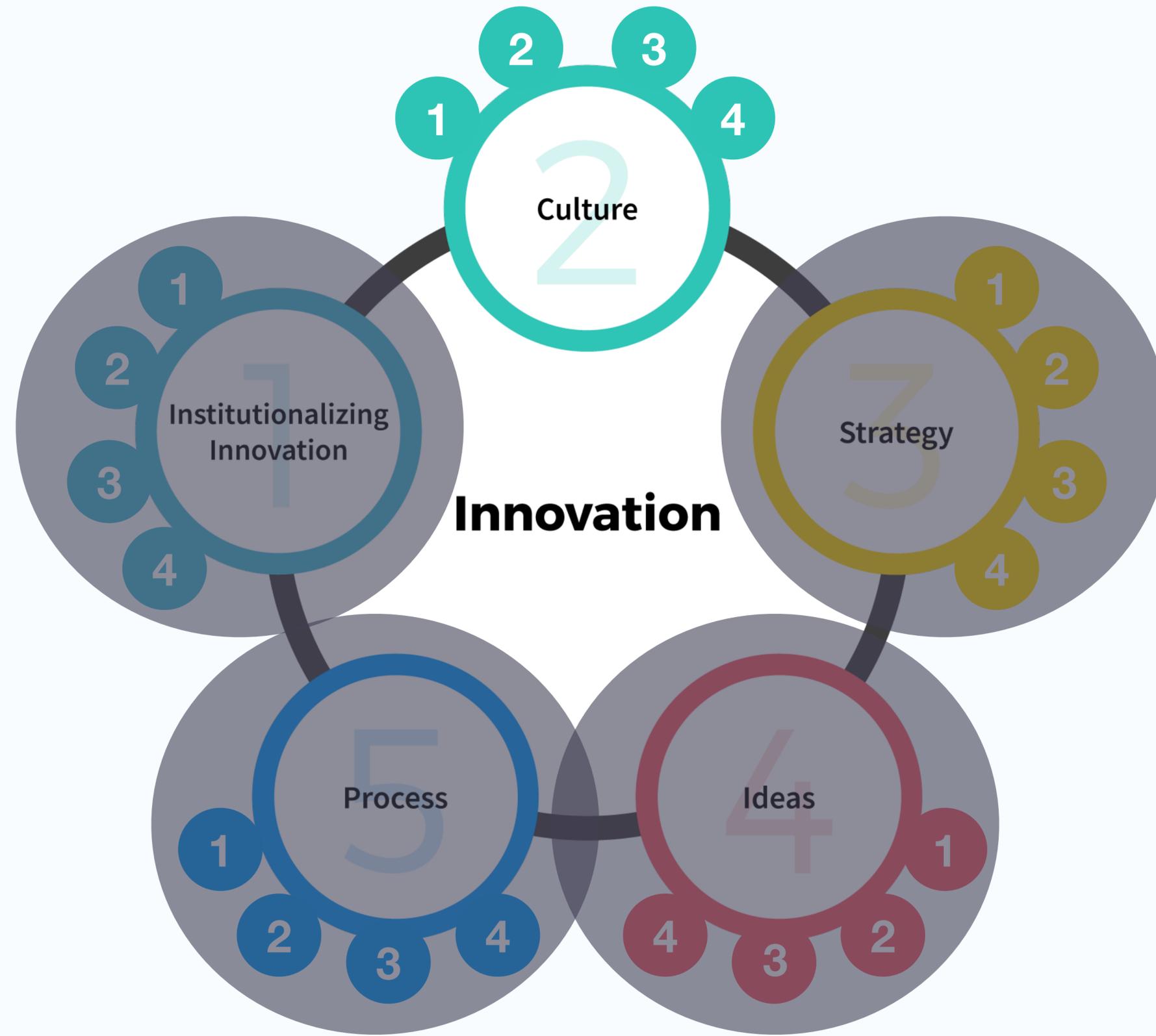


IMPLEMENTATION QUICK-START

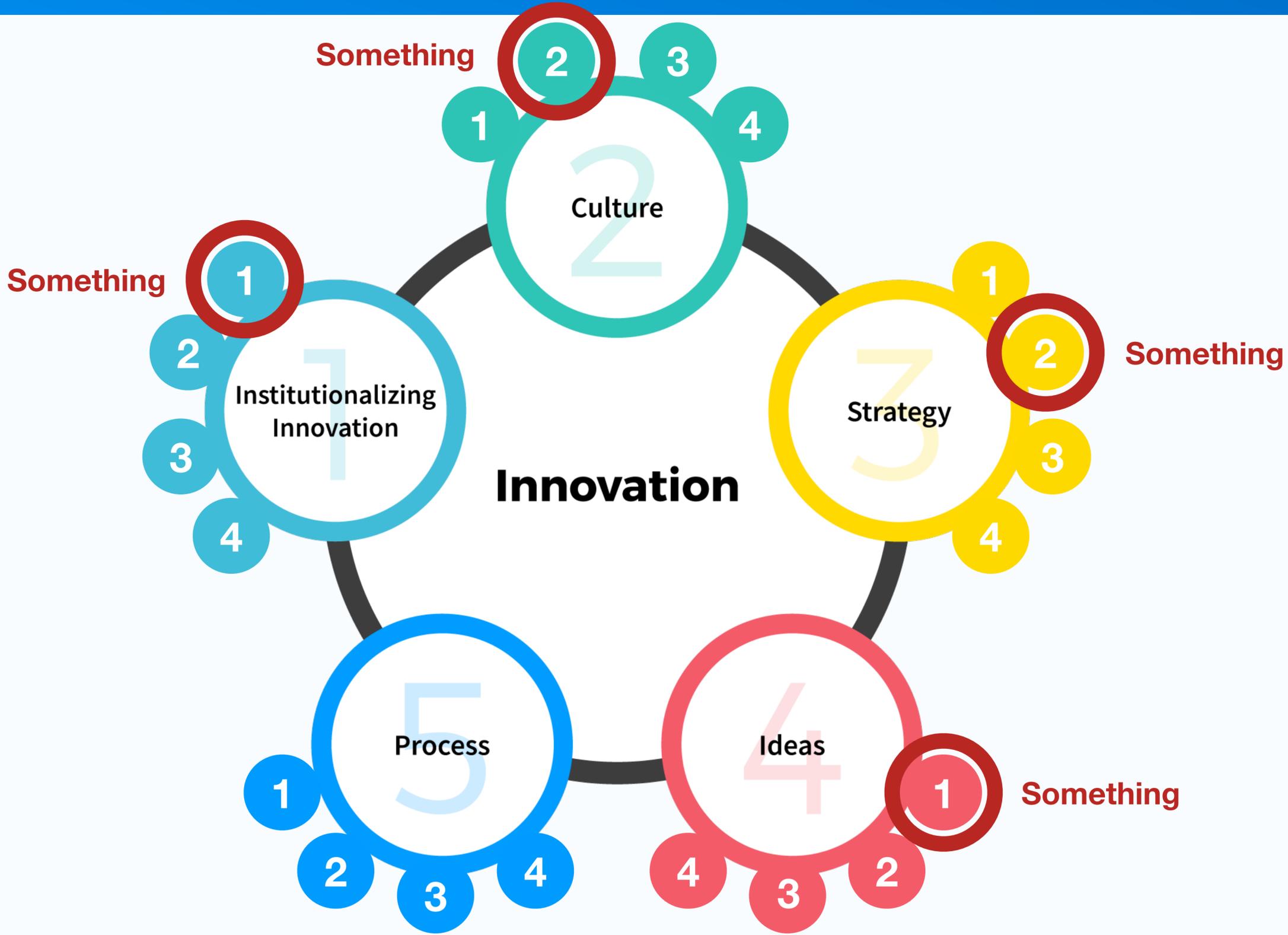
**How to Build a Visionary Organization
with Innovation at Every Level**
Architecting Scale with Predictable Success



NO / LITTLE EXISTING INNOVATION



NO / LITTLE EXISTING INNOVATION



ESTABLISHED/EXISTING INNOVATION

GROUP EXERCISE

QUESTIONS FOR YOU AND YOUR TEAM

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



NEXT STEPS?

**How to Build a Visionary Organization
with Innovation at Every Level**
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 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

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SCAN ME



LiveStream on July 12 at 2:00 pm eastern

HOW TO GET AHEAD AND KEEP YOUR EDGE BY LEADING THROUGH **KEY TRANSITIONS**

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!

STRATEGIC PLANNING THAT WORKS

Learn our proven process for creating fresh new ideas that will flourish in implementation

BUILD HIGHLY INNOVATIVE TEAMS

This Team Mandate Worksheet will take you step-by-step through building highly innovative teams

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!

