

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

**How to Get Ahead and Keep Your Edge
by Leading through Key Transitions**
Architecting Scale with Predictable Success

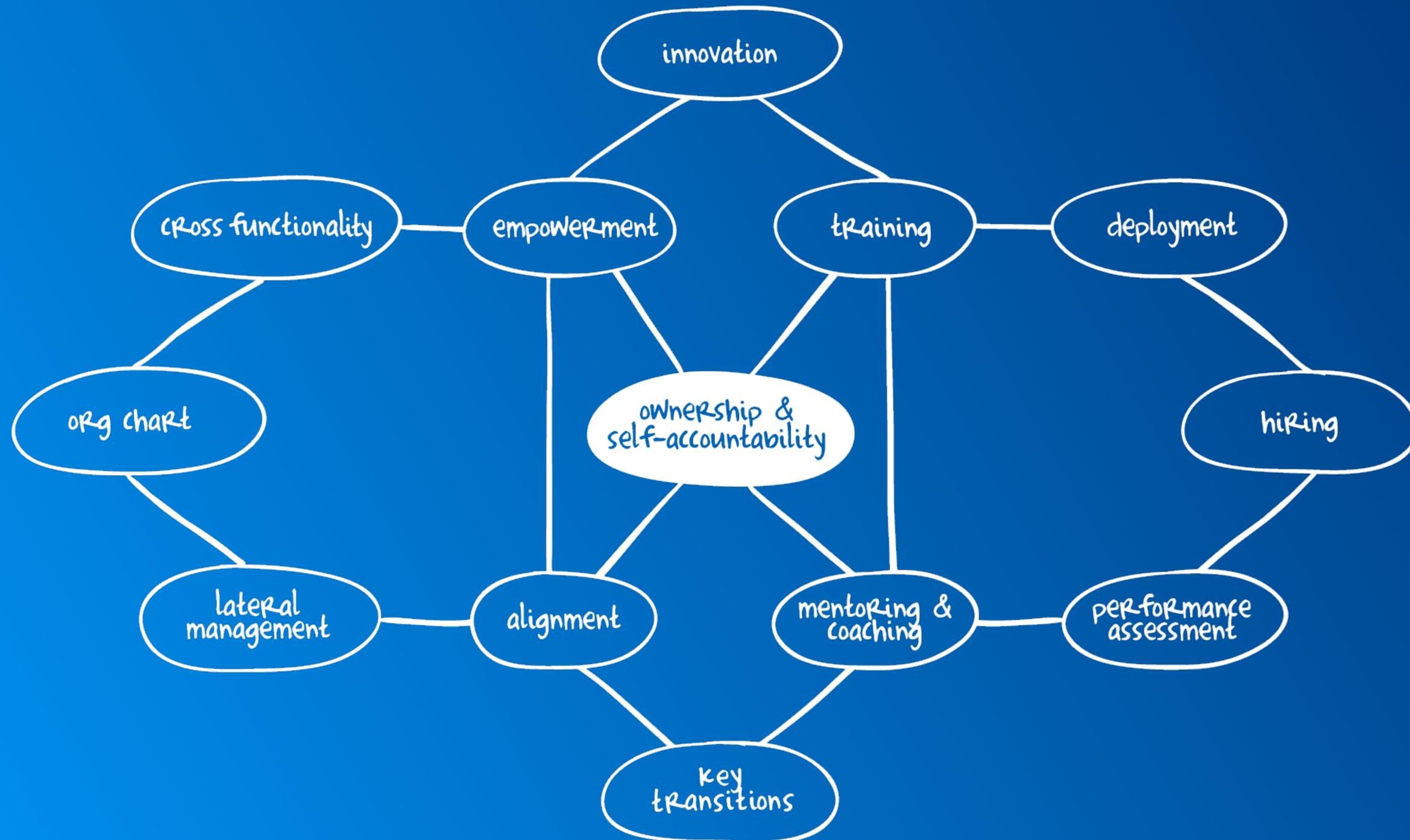


HOW TO GET AHEAD AND KEEP YOUR EDGE BY LEADING THROUGH KEY TRANSITIONS

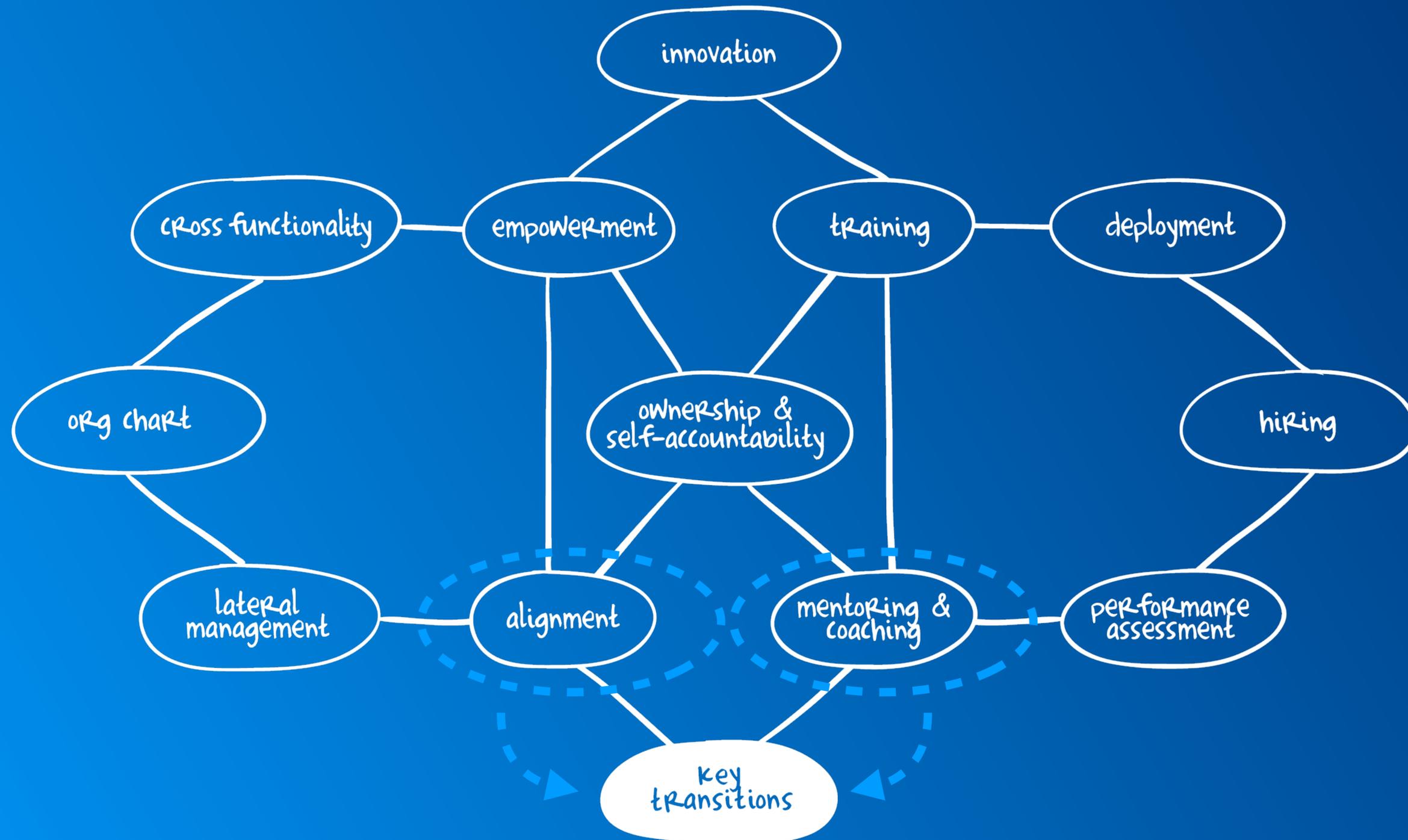
Architecting Scale with Predictable Success



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



TODAY'S AGENDA

PART 1

Understand the special role of managing Key Transitions as an essential skill to scale any organization

PART 2

The 5 Key Factors of you need to effectively manage Key Transitions 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.

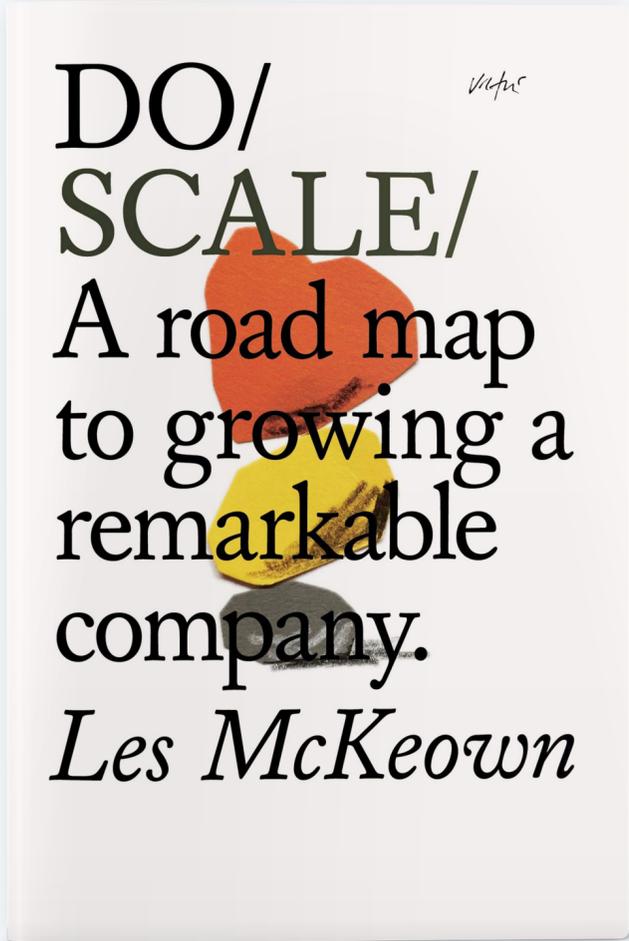
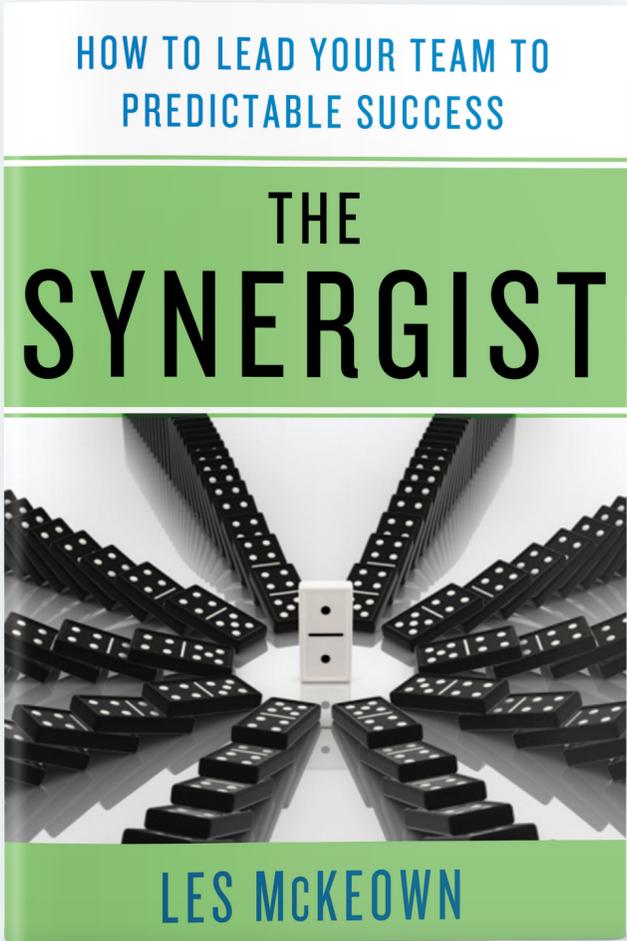
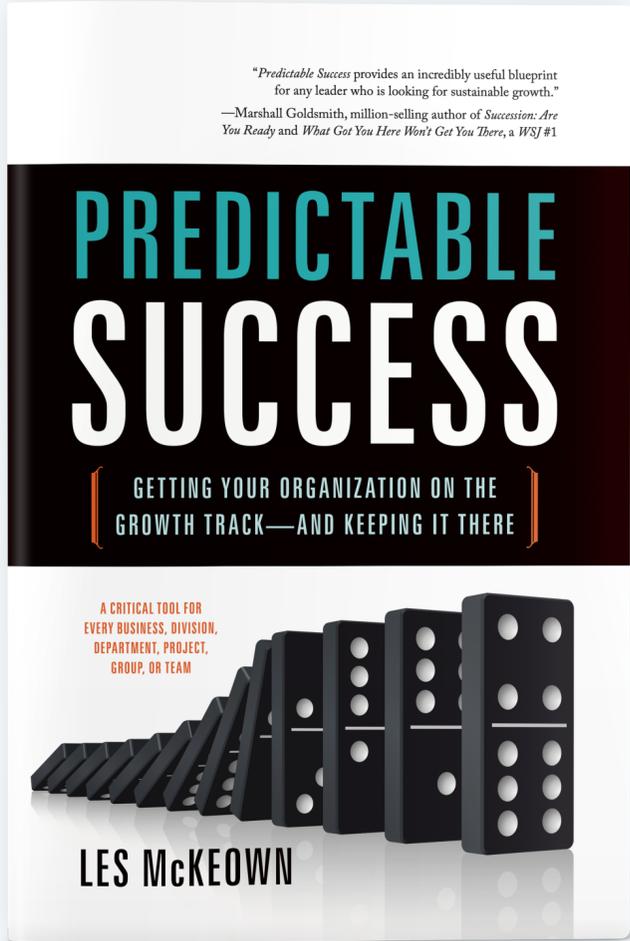
Les advises CEOs and senior leaders of organisations on how to achieve scalable, sustainable growth. His clients range from large family-owned businesses to Fortune 100 companies, and include Harvard University, American Express, T-Mobile (now EE in the UK and Europe), United Technologies, the Pella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



INTRODUCING PREDICTABLE SUCCESS



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

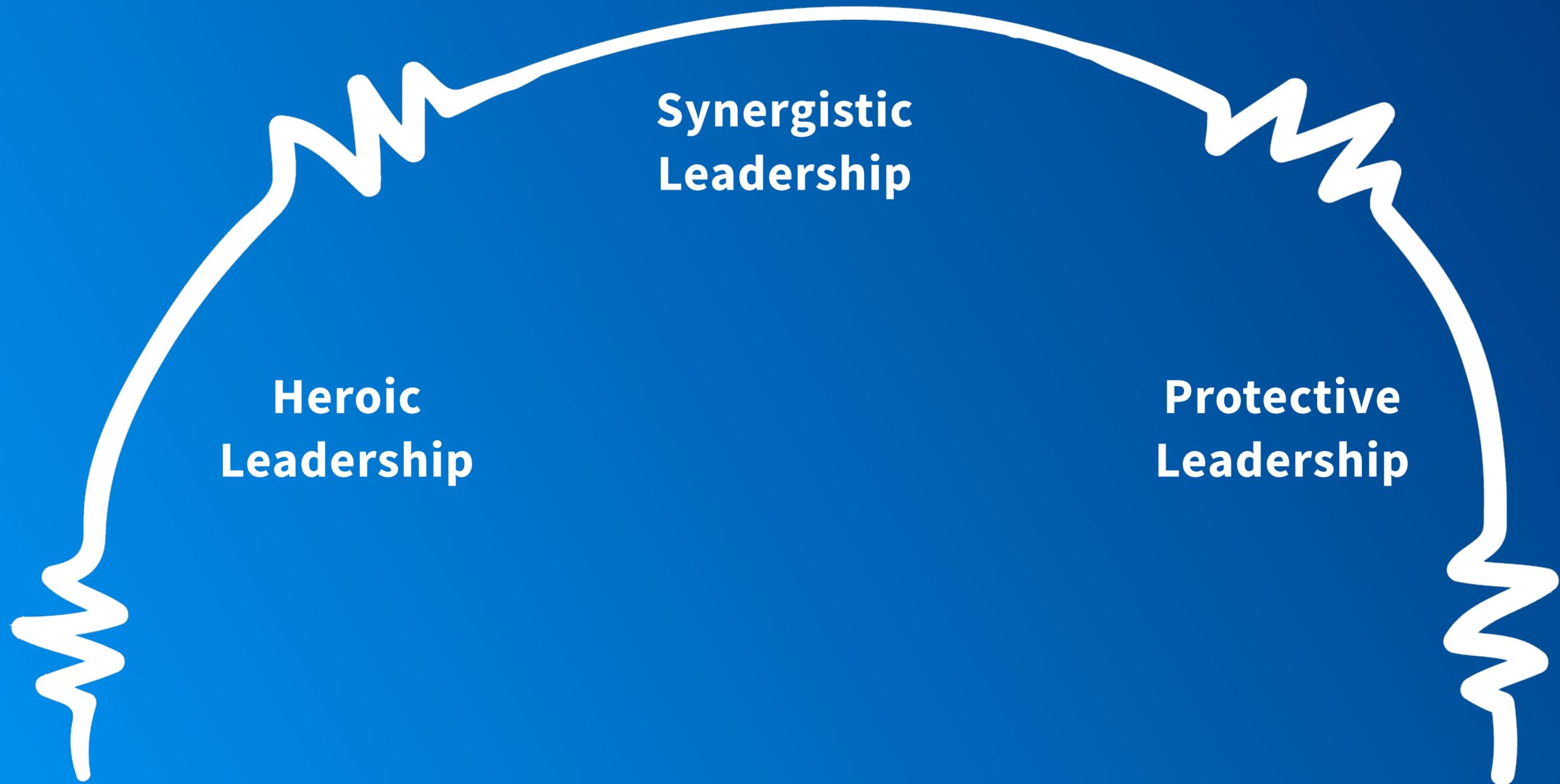
Architecting Scale with Predictable Success



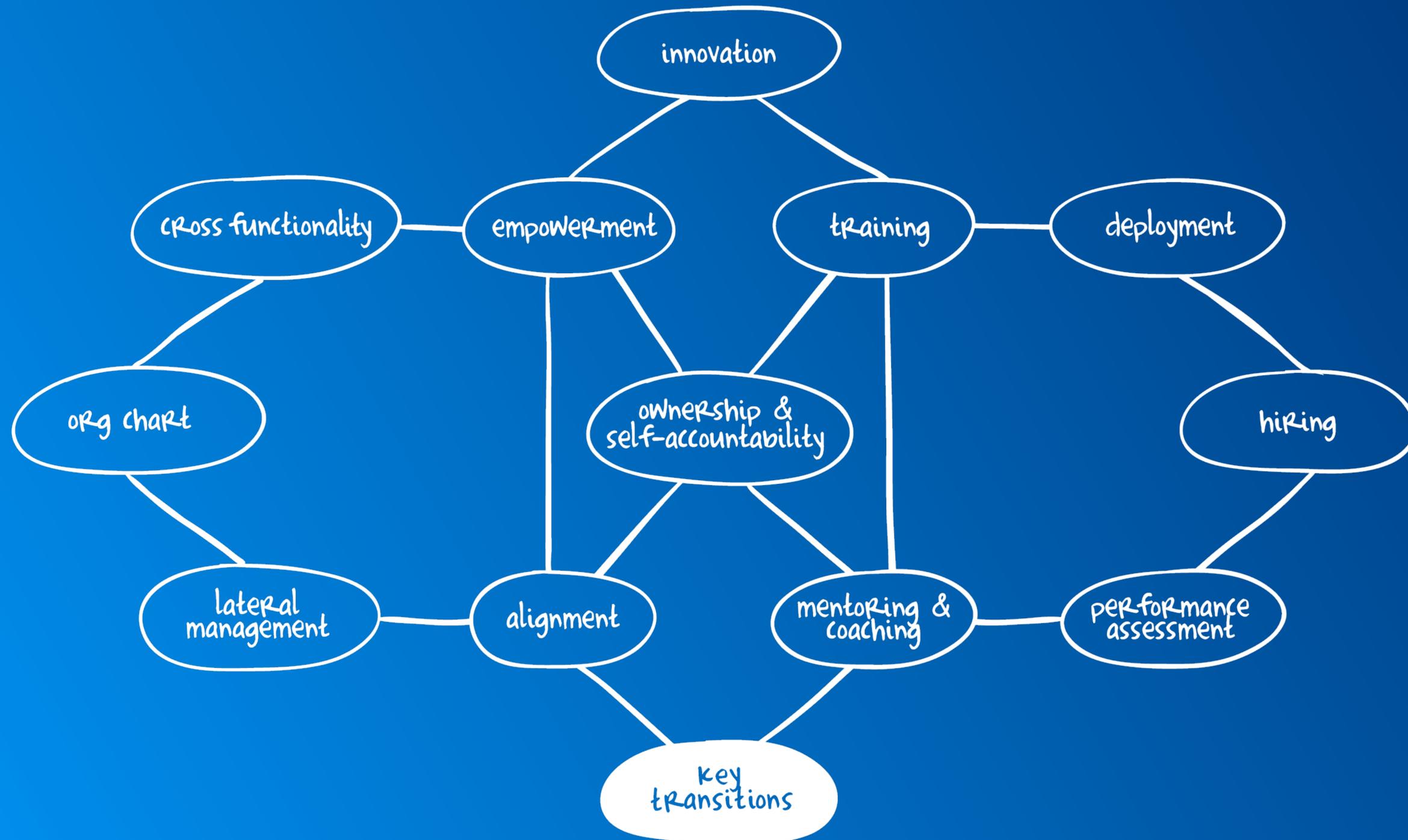
THE PREDICTABLE SUCCESS MODEL



HIGH-QUALITY TEAM-BASED DECISION MAKING



THE PREDICTABLE SUCCESS SCALABILITY MATRIX



“

The ability to flex the organization's processes, behaviors, cultural norms and skills in order to respond effectively to unanticipated, non-trivial, enterprise-wide challenges.

Key Transitions: Defined





“

“Plans are worthless. Planning is everything.”

Dwight D Eisenhower



KEY TRANSITIONS IN PREDICTABLE SUCCESS

Planned for and Embraced

Transitions eased by highly developed planning muscle

Constant, Market-driven

Transitions prompted by drive for growth

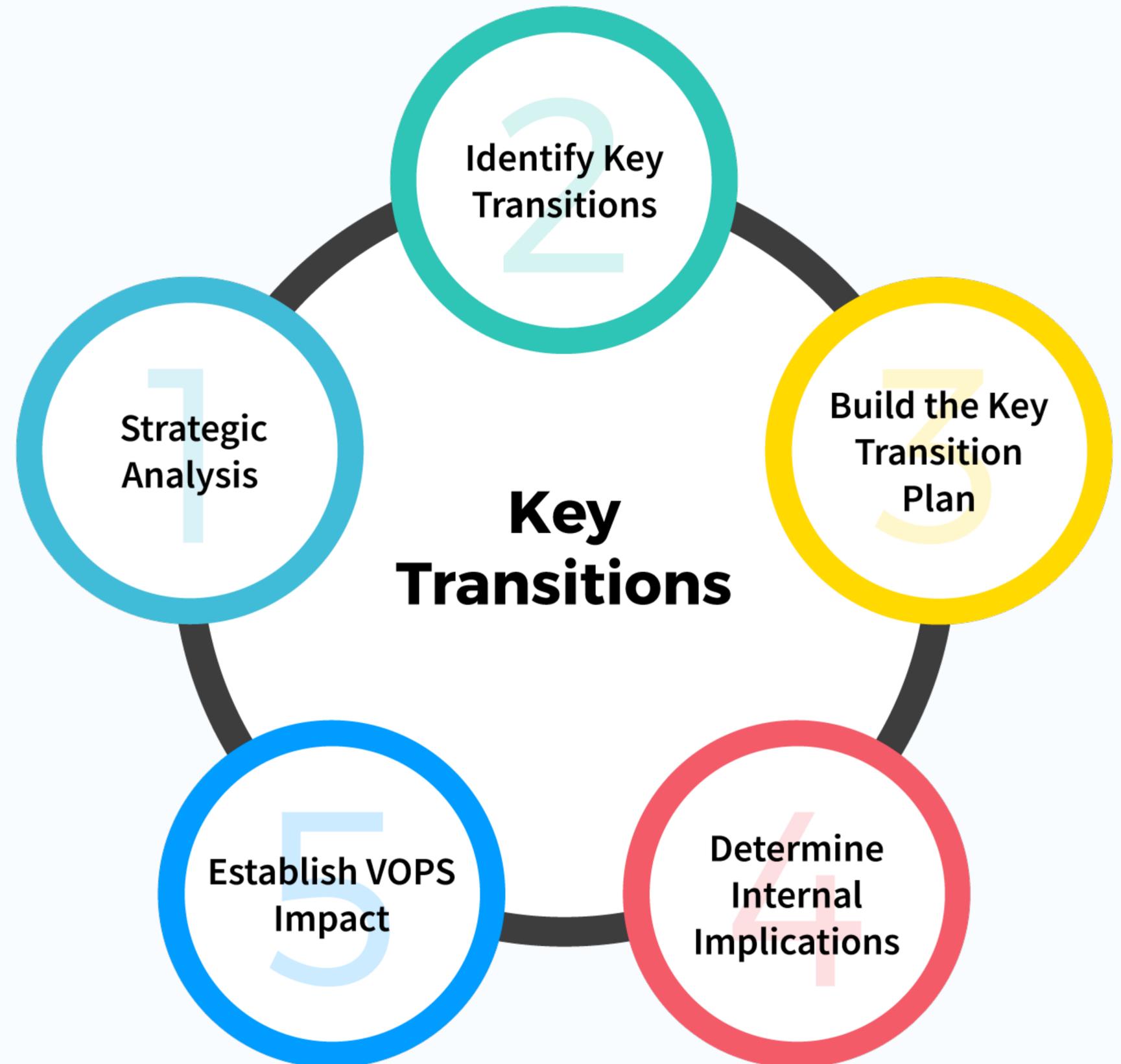
Rare, Retroactive

Transitions (perhaps) prompted by
existential threat.



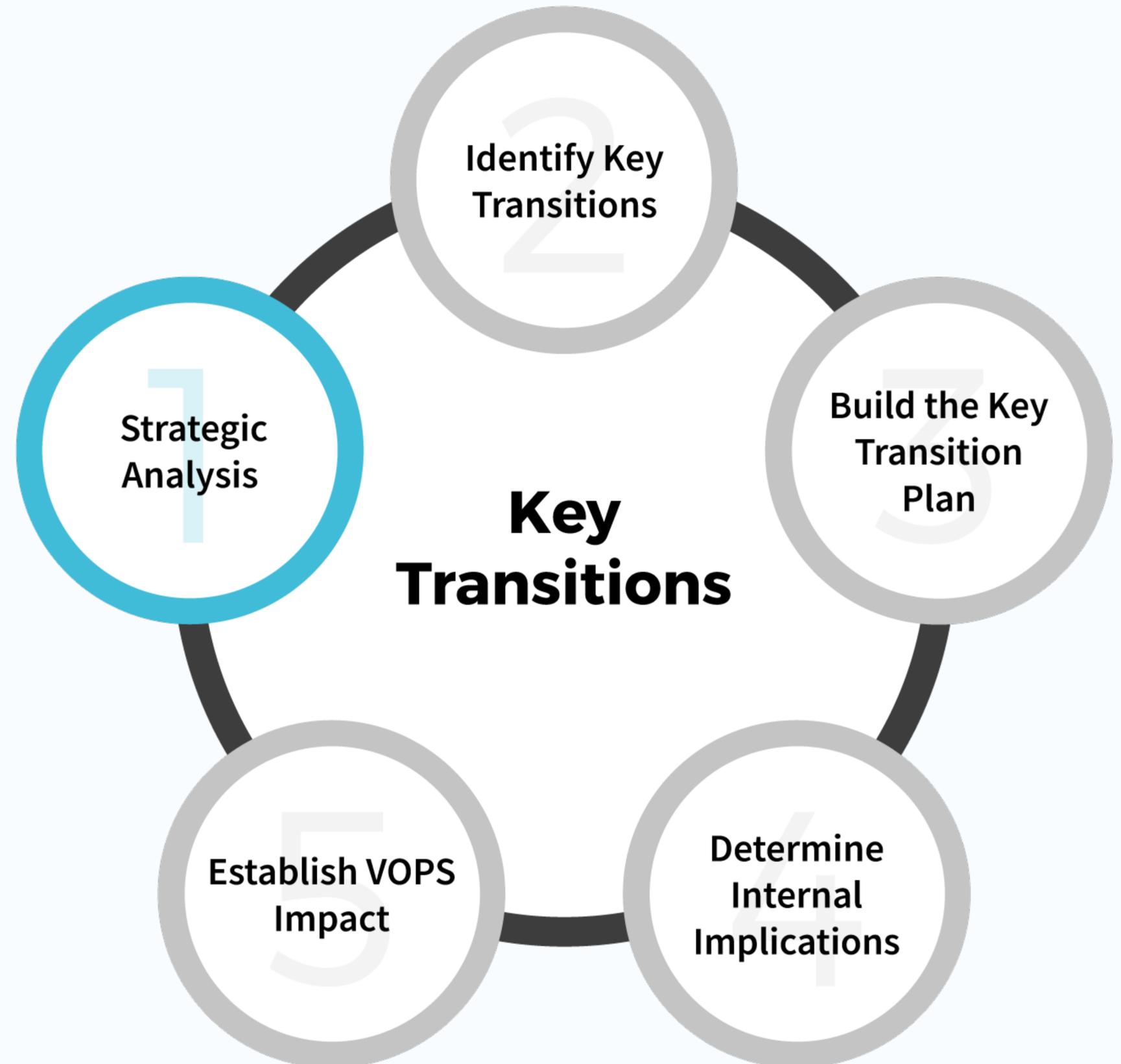
THE FIVE KEY FACTORS

SUSTAINING &
AMPLIFYING
PREDICTABLE
SUCCESS



KEY FACTOR #1

STRATEGIC ANALYSES



STRATEGIC ANALYSES

FOUR MAIN ELEMENTS:

1. Separate from your strategic **planning** process
2. Use PESTLE analysis



PESTLE ANALYSIS

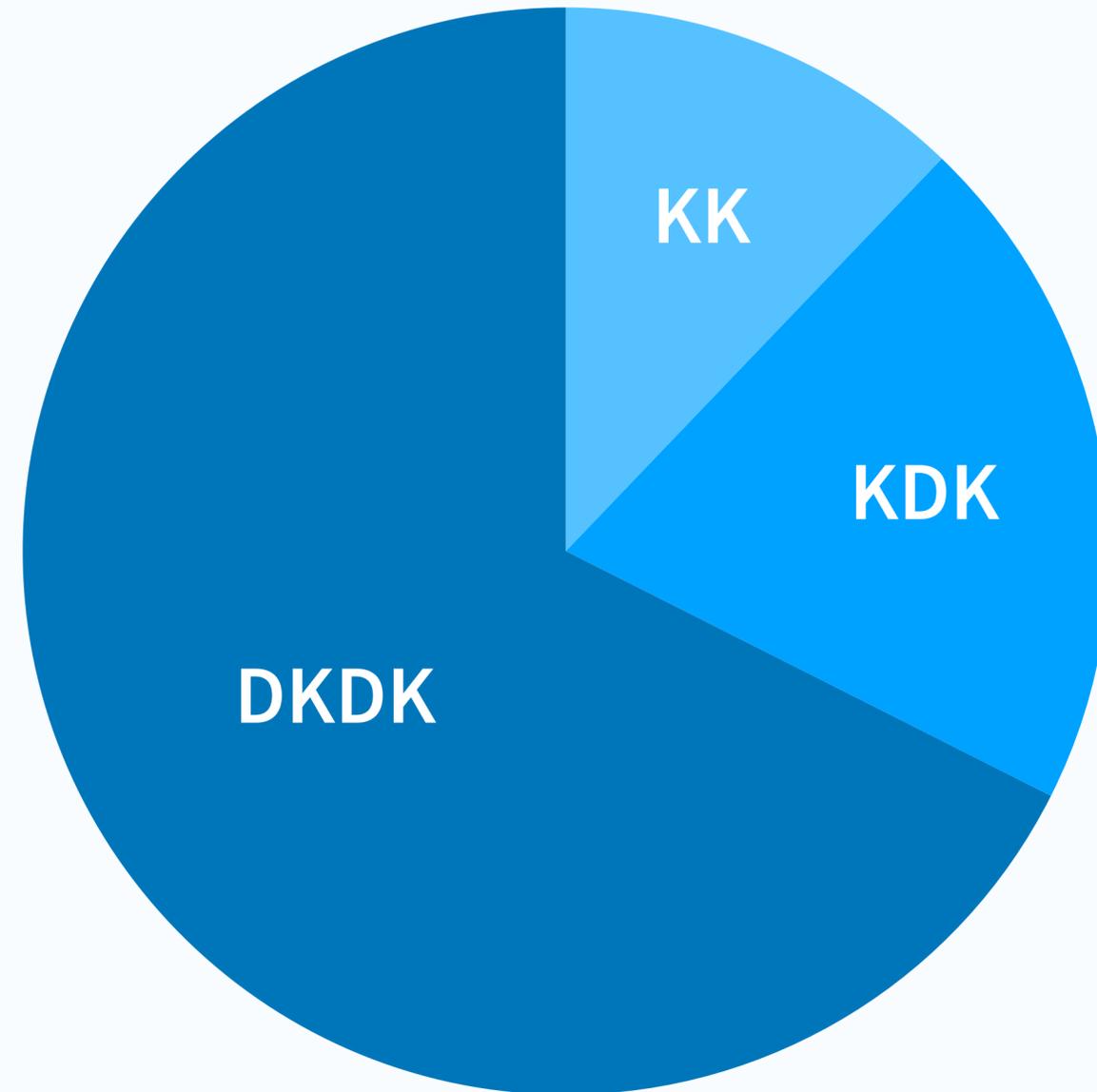
POLITICAL	ECONOMIC	SOCIO-CULTURAL	TECHNICAL	LEGISLATIVE	ENVIRONMENTAL
<ul style="list-style-type: none"> • Government stability and likely changes • Bureaucracy • Corruption level • Tax policy (rates and incentives) • Freedom of press • Regulation/de-regulation • Trade control • Import restrictions (quality and quantity) • Tariffs • Competition regulation • Government involvement in trade unions and agreements • Environmental Law • Education Law • Anti-trust law • Discrimination law • Copyright, patents / Intellectual property law • Consumer protection and e-commerce • Employment law • Health and safety law • Data protection law • Laws regulating environment pollution 	<ul style="list-style-type: none"> • Growth rates • Inflation rate • Interest rates • Exchange rates • Unemployment trends • Labor costs • Stage of business cycle • Credit availability • Trade flows and patterns • Level of consumers' disposable income • Monetary policies • Fiscal policies • Price fluctuations • Stock market trends • Weather • Climate change 	<ul style="list-style-type: none"> • Health consciousness • Education level • Attitudes toward imported goods and services • Attitudes toward work, leisure, career and retirement • Attitudes toward product quality and customer service • Attitudes toward saving and investing • Emphasis on safety • Lifestyles • Buying habits • Religion and beliefs • Attitudes toward "green" or ecological products • Attitudes toward and support for renewable energy • Population growth rate • Immigration and emigration rates • Age distribution and life expectancy rates • Sex distribution • Average disposable income level • Social classes • Family size and structure • Minorities 	<ul style="list-style-type: none"> • Basic infrastructure level • Rate of technological change • Spending on research & development • Technology incentives • Legislation regarding technology • Technology level in your industry • Communication infrastructure • Access to newest technology • Internet infrastructure and penetration 	<ul style="list-style-type: none"> • Anti-trust law • Discrimination law • Copyright, patents / Intellectual property law • Consumer protection and e-commerce • Employment law • Health and safety law • Data Protection 	<ul style="list-style-type: none"> • Weather • Climate change • Laws regulating environment pollution • Air and water pollution • Recycling • Waste management • Attitudes toward "green" or ecological products • Endangered species • Attitudes toward and support for renewable energy



PESTLE ANALYSIS

UNLOCKING THE PUZZLE

YOU DON'T KNOW
WHAT YOU DON'T
KNOW



STRATEGIC ANALYSES

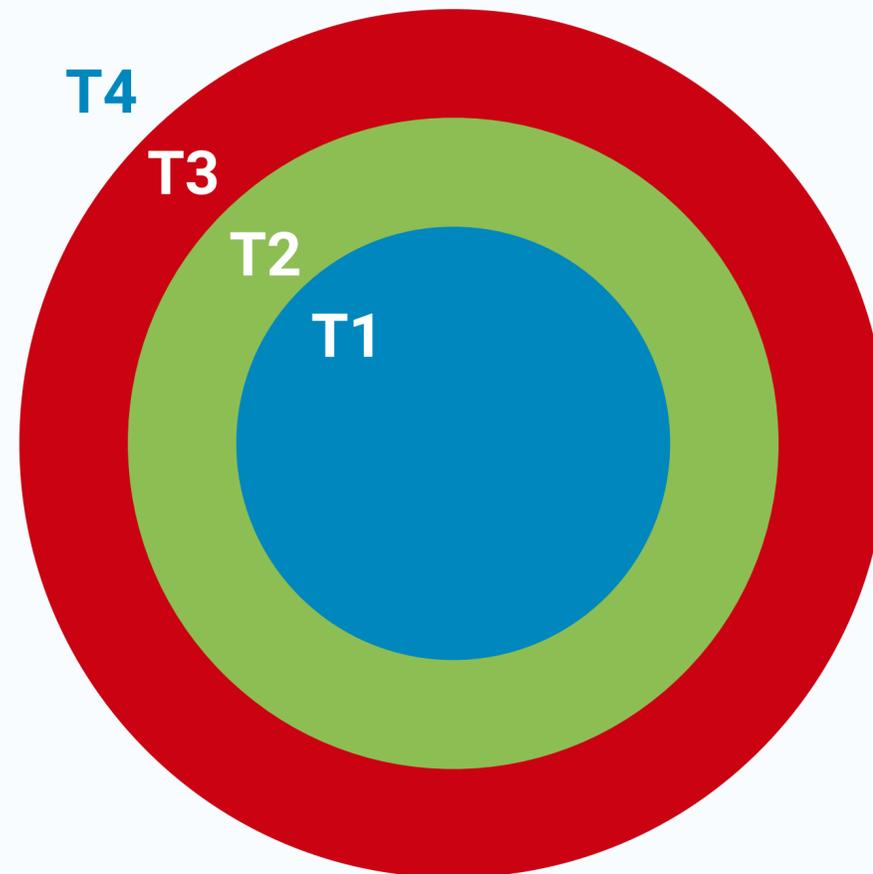
FOUR MAIN ELEMENTS:

1. Separate from your strategic **planning** process
2. Use PESTLE analysis
3. Annual cadence by default
4. Push out through Tori (over time)



KEY CONCEPT

Tori (lat. 'Doughnut')

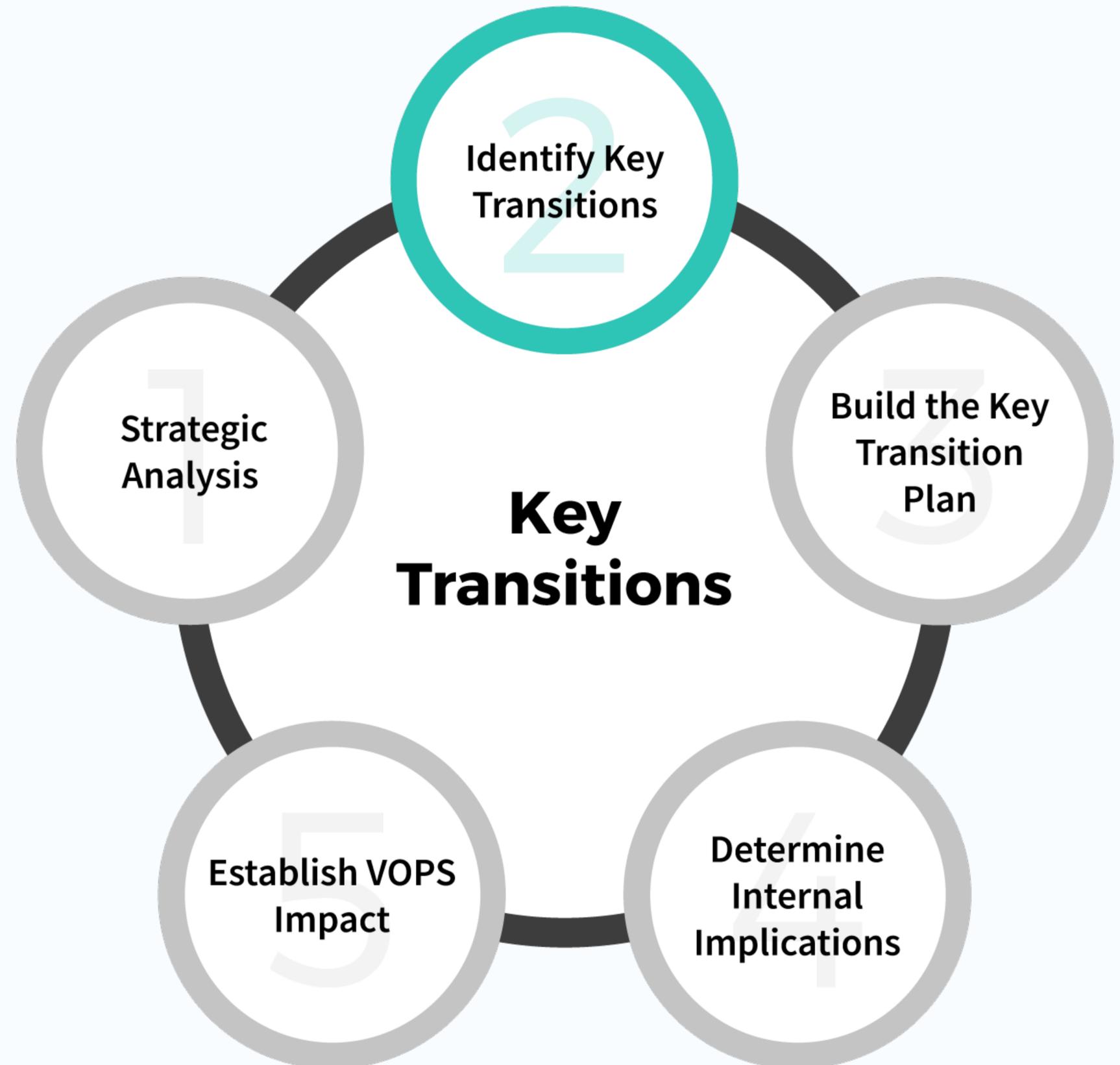


- T1: Senior Leadership
- T2: Manager Group
- T3: Project & Team Leads
- T4: Individual Contributors



KEY FACTOR #2

IDENTIFY KEY TRANSITIONS



IDENTIFY KEY TRANSITIONS

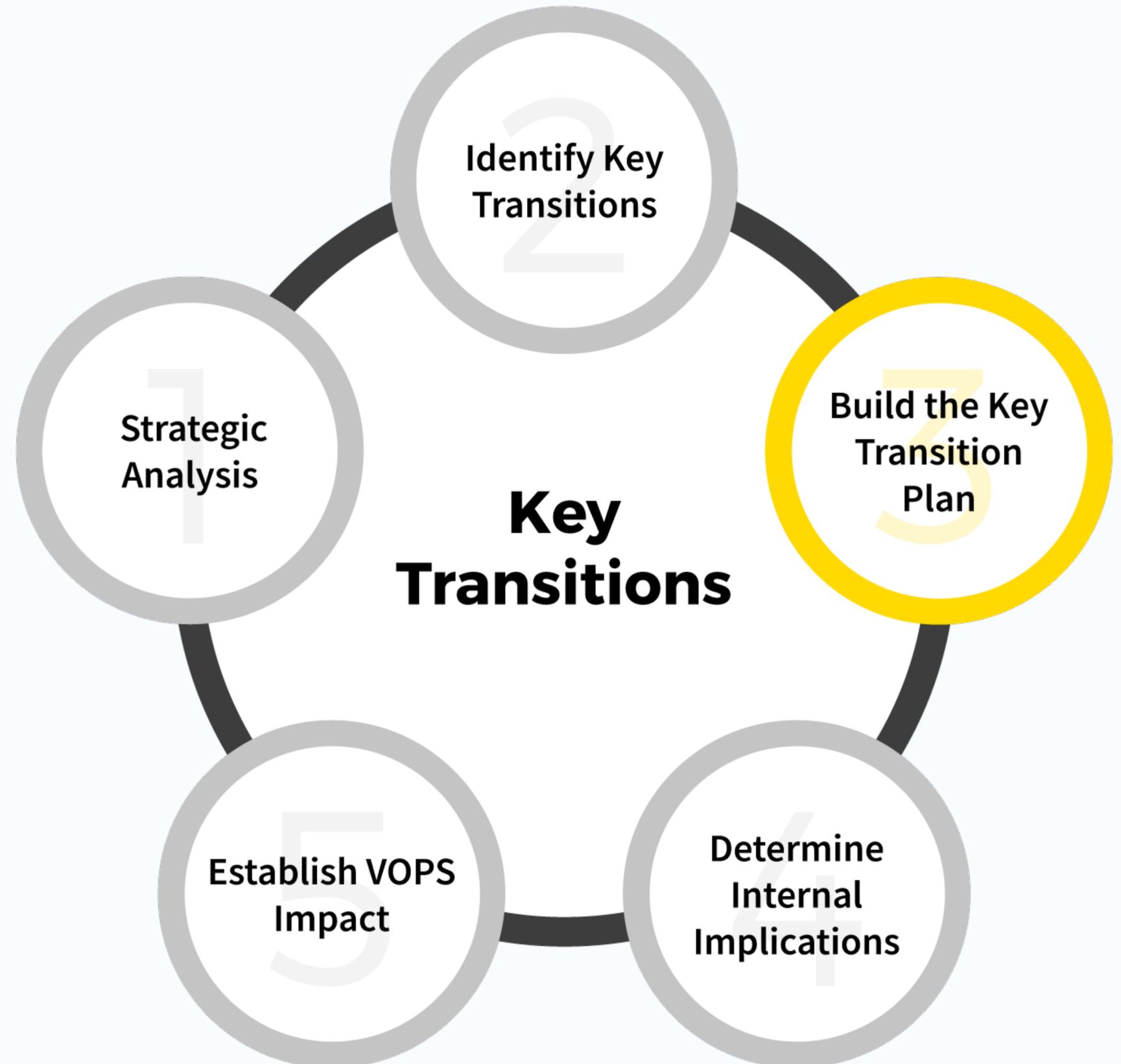
FOUR MAIN ELEMENTS:

1. Identify TOP 3 impactors from PESTLE analysis
2. Use **STOP / START / MORE OF / LESS OF** filter (3 of each for each impactor)
3. Cycle down 1 Torus for feedback
4. Edit accordingly & finalize max 36 action points



KEY FACTOR #3

BUILD THE KEY TRANSITION PLAN



BUILDING THE KEY TRANSITION PLAN

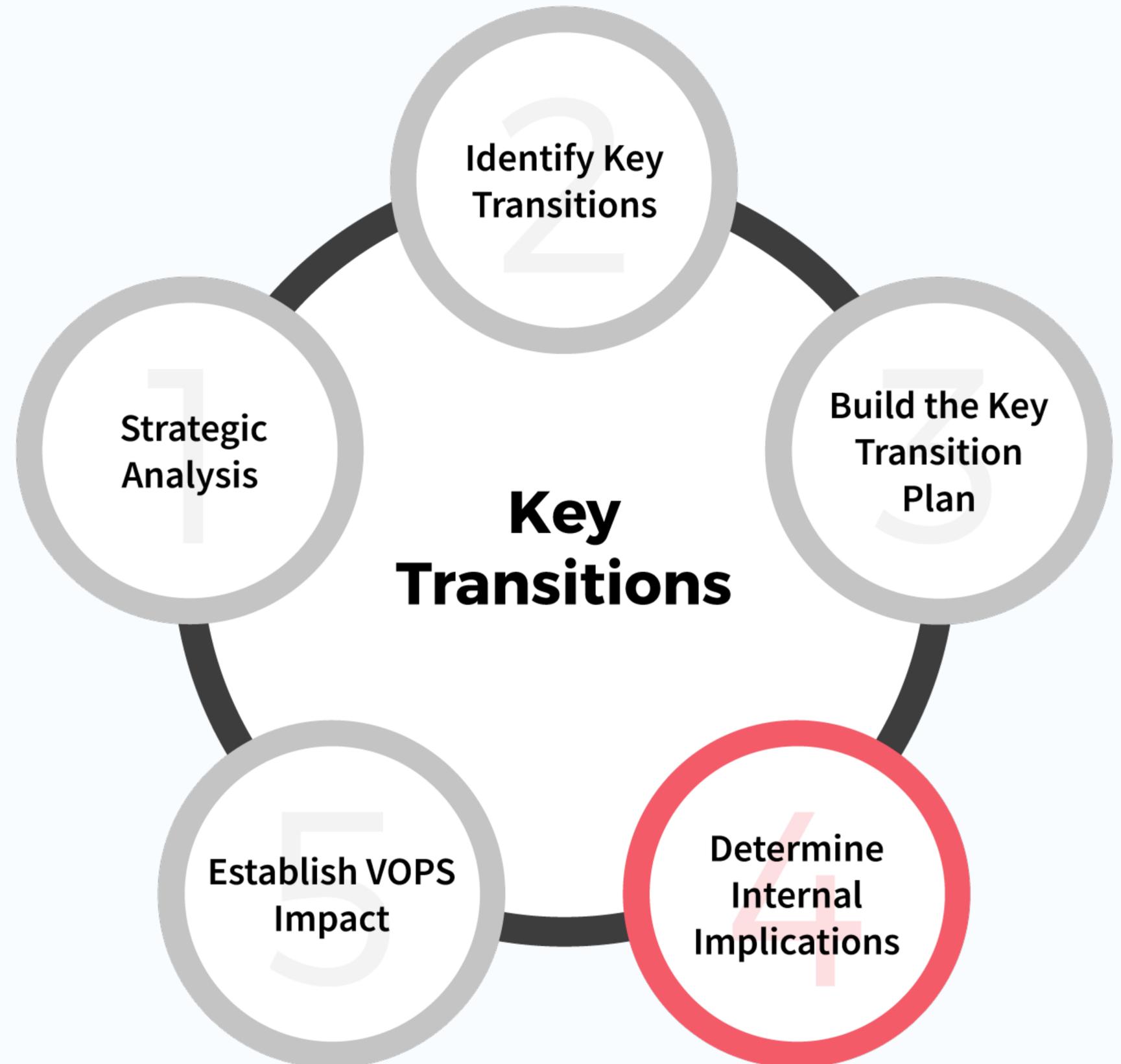
FOUR MAIN ELEMENTS:

1. Use '**Must Do**' versus '**Good to Do**' to winnow down from 36 elements
2. Identify a KTP champion for each of the 3 key impactors
3. Let the KTP champion build a VOPS-balanced implementation team
4. Task the team with developing a time-based, milestone implementation plan



KEY FACTOR #4

DETERMINE THE
INTERNAL
IMPLICATIONS



DETERMINE THE INTERNAL IMPLICATIONS

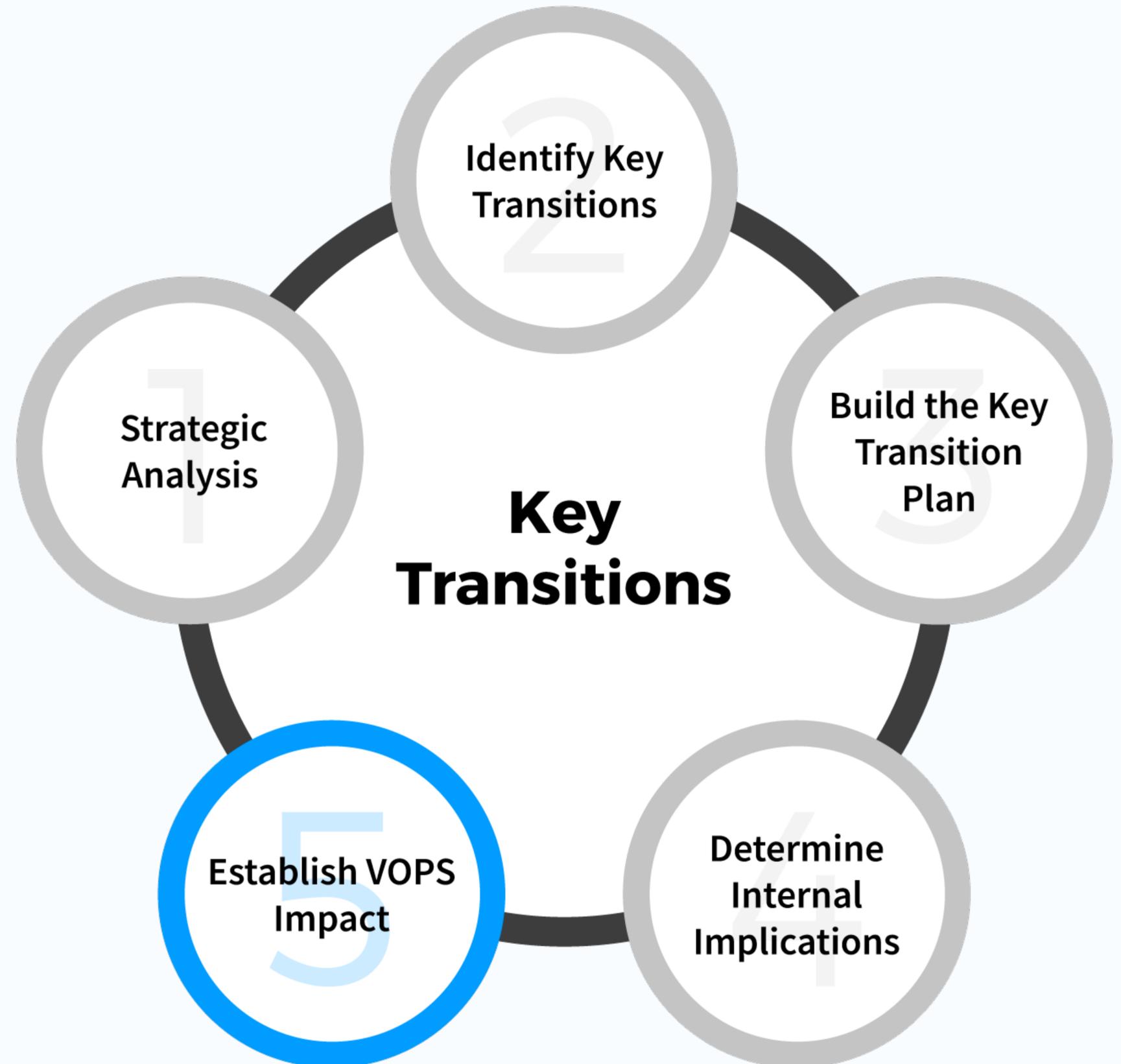
FOUR MAIN ELEMENTS:

1. Skills
2. Behaviors
3. Bandwidth
4. Blockers



KEY FACTOR #5

ESTABLISH THE VOPS IMPACT



ESTABLISH THE VOPS IMPACT

FOUR MAIN ELEMENTS:

1. Analyze VOPS profile of the Key Transition Plan for each of the 3 impactors
2. Map to KTP champion's VOPS profile
3. Map to profile of most impacted team(s)
4. Build a 'Gap Bridge' for each

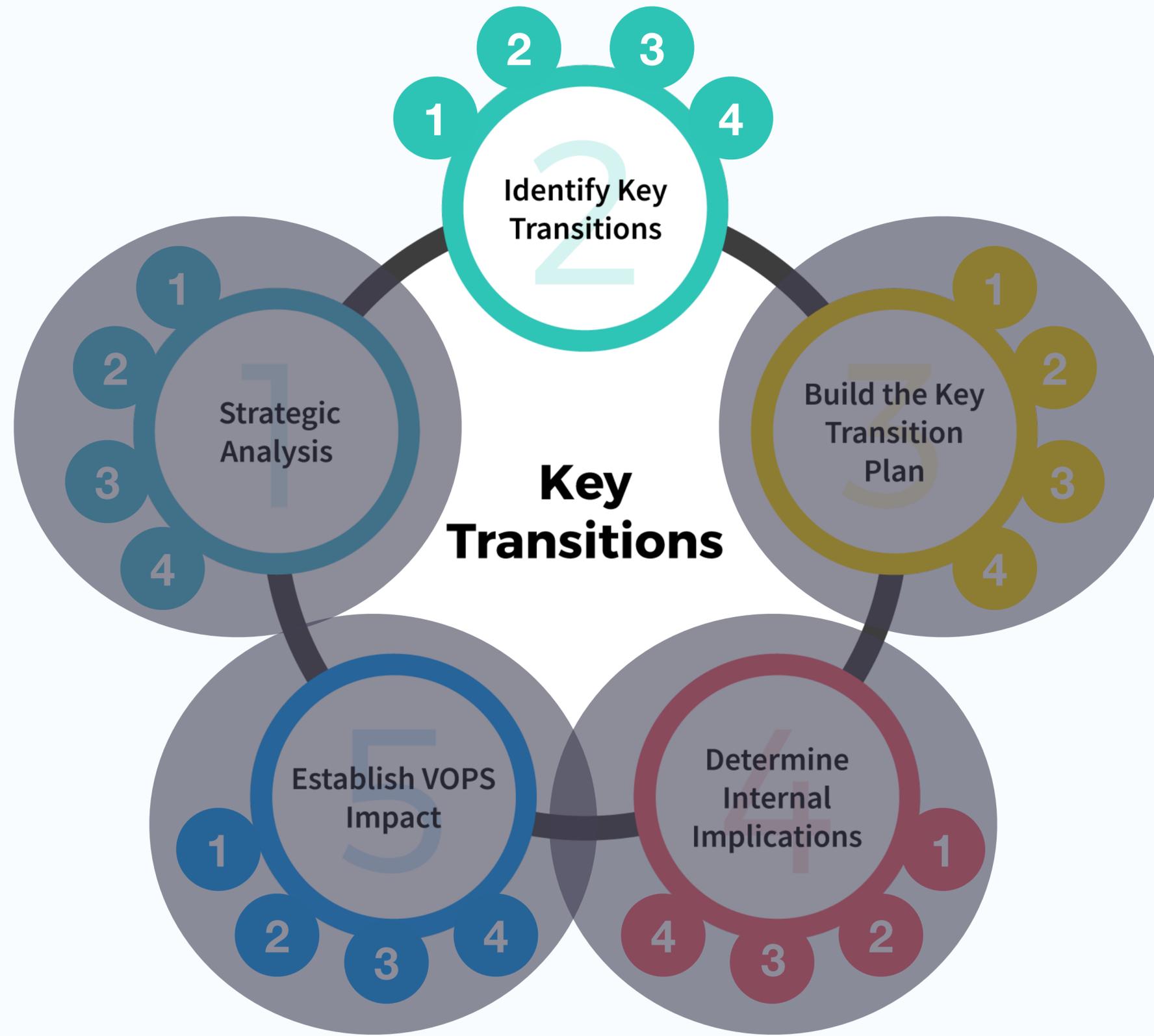


IMPLEMENTATION QUICK-START

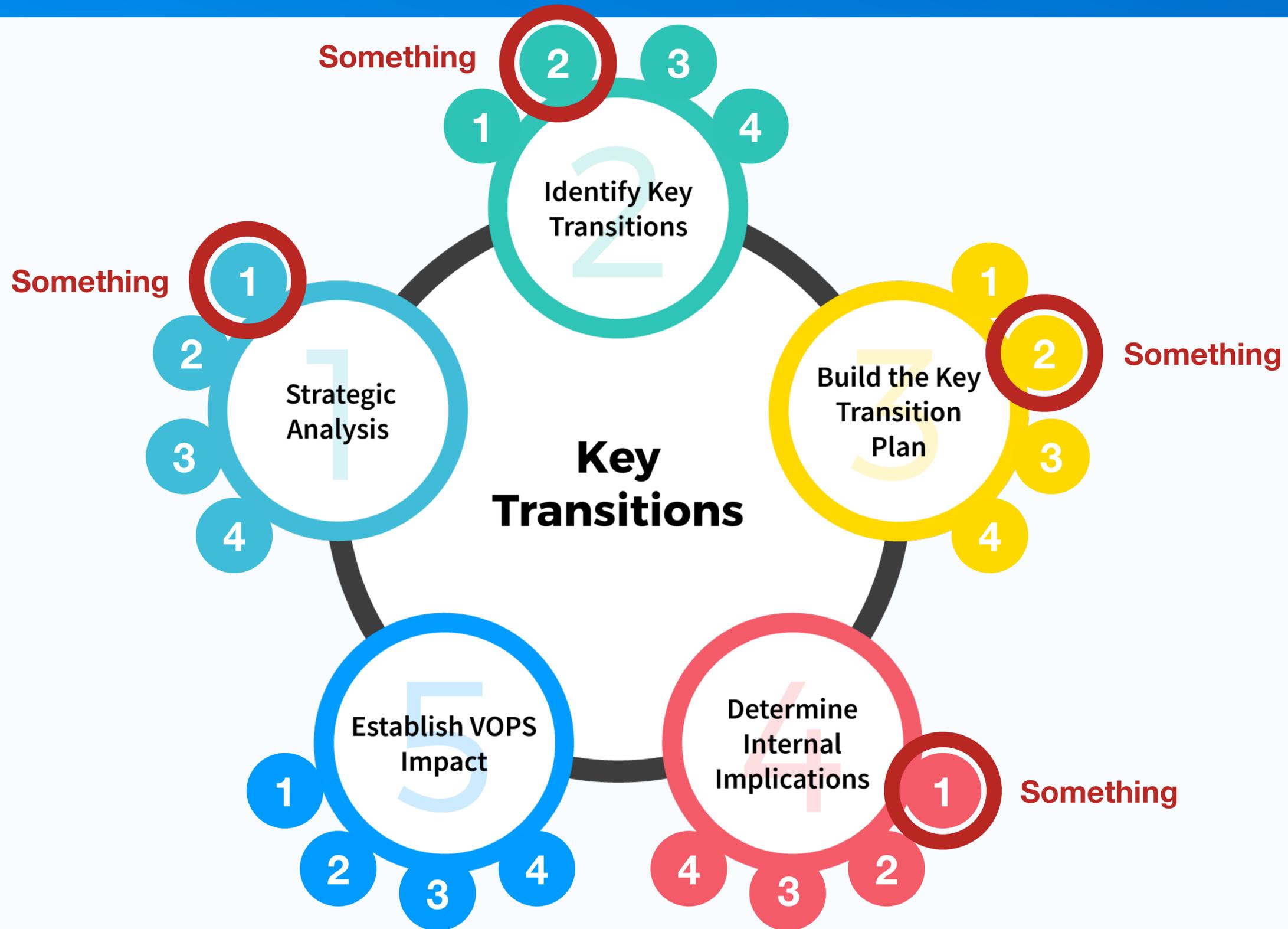
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NO / LITTLE EXISTING KT MANAGEMENT



NO / LITTLE EXISTING KT MANAGEMENT



ESTABLISHED/EXISTING KT MANAGEMENT

GROUP EXERCISE

QUESTIONS FOR YOU AND YOUR TEAM

- Why / when does your organization feel most in control of your Key Transitions?
- Why / when does your organization feel least in control of your Key Transitions?
- What 3 things could you start doing, that would make your ability to manage Key Transitions better?
- What 3 things should you stop doing, that would make your ability to manage Key Transitions better?
- What's the major barrier / constraint on consistently and effectively managing Key Transitions?



NEXT STEPS?

**How to Get Ahead and Keep Your Edge
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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 August 16 at 2:00 pm eastern

THE HIDDEN SECRET TO **SUSTAINED SUCCESS** FOR YOU AND YOUR ORGANIZATION

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!**

PESTLE TEAM EXERCISE

Use this team exercise to perform a PESTLE analysis and create a highly effective Key Transition plan

VOPS IMPACT WORKSHEET

Use this worksheet to identify VOPS based strengths and counter-act any VOPS based weaknesses.

FREE CONSULTATION

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



Q & A

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

