

Execution Excellence



'done-nothing' clients?



“I’ve learned lots”



Are they demonstrably moving towards the goal?



Who perhaps needs to re-evaluate goals?



Clients struggling to make sales?



Help clients do more relevant stuff



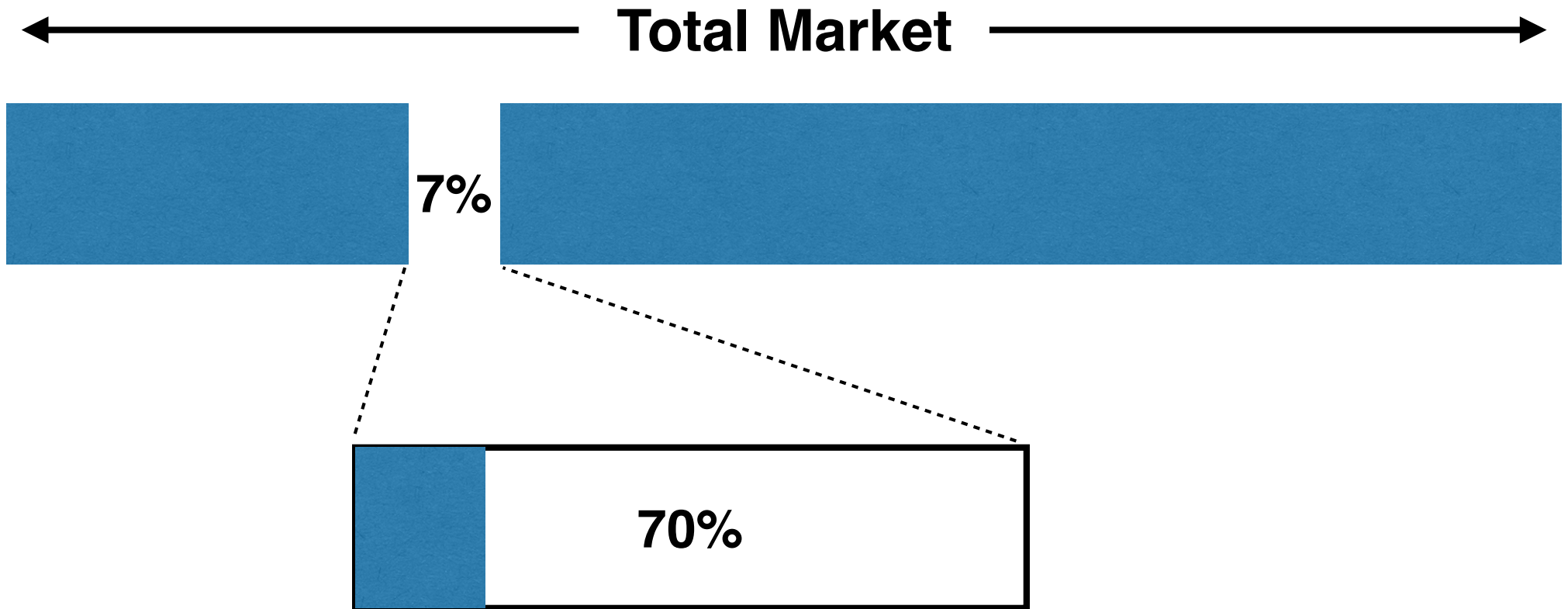
Supply > Demand



SALE



The 7 - 70 Rule



Inc.

Android:

> 80% market share

Life time value:

\$31 billion sales - \$22 billion profit

Apple:

October to December 2015

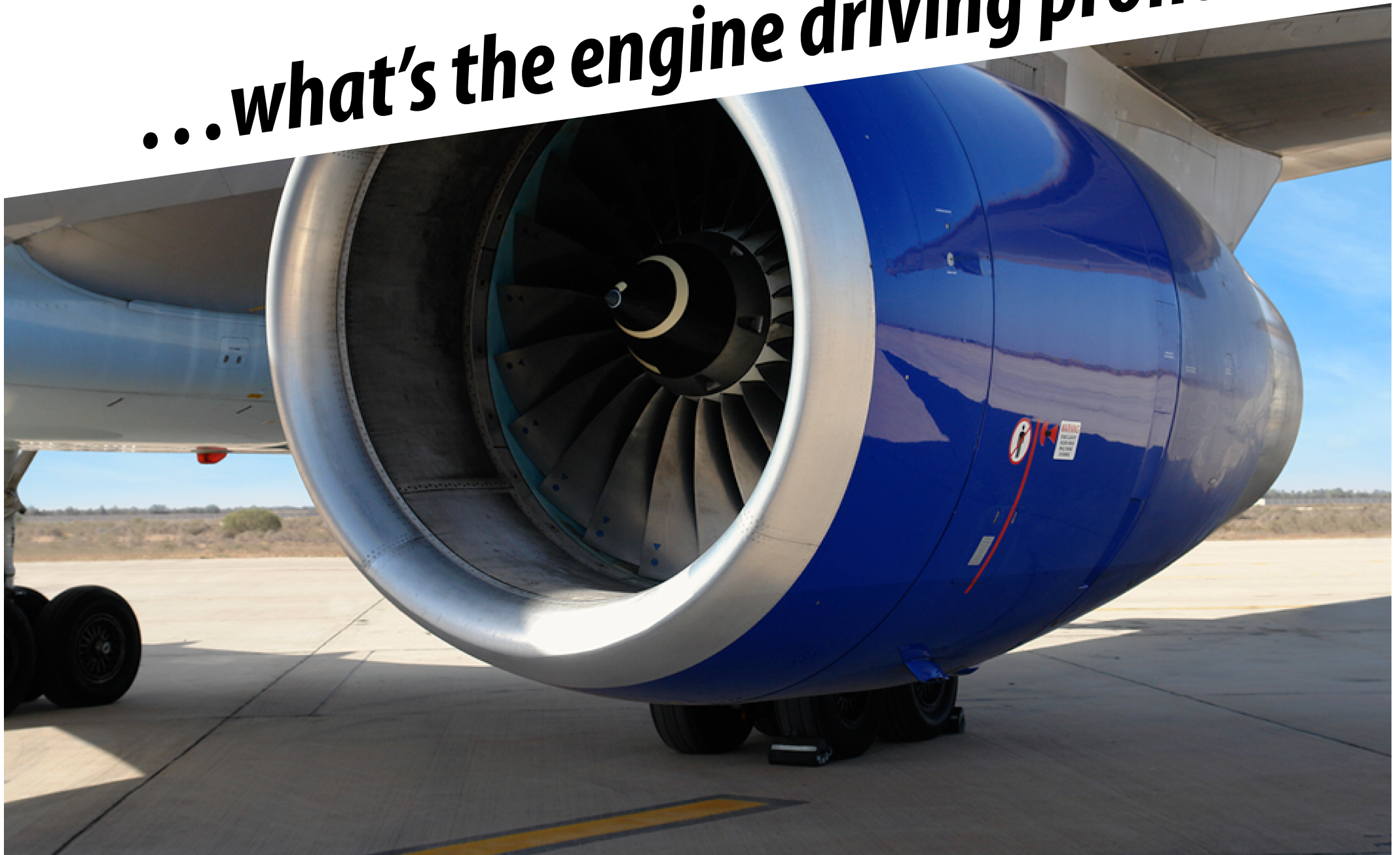
\$75.9 billion sales - \$18.4 billion profit

...and captures 94% of the smartphone industry's profits.

Source Canaccord Genuity.



Strategy...
...what's the engine driving profits?



One Phrase Strategy

Profit per x?



One Phrase Strategy



What's the cost that everyone's missing?





Flat packed furniture



The image features a large, white silhouette of an Apple logo with a bite taken out of it, centered on a solid black background. A white diagonal banner cuts across the lower portion of the logo. The text "Closed architecture" is written in a bold, black, sans-serif font on this banner, slanted to follow its angle.

Closed architecture

One Phrase Strategy

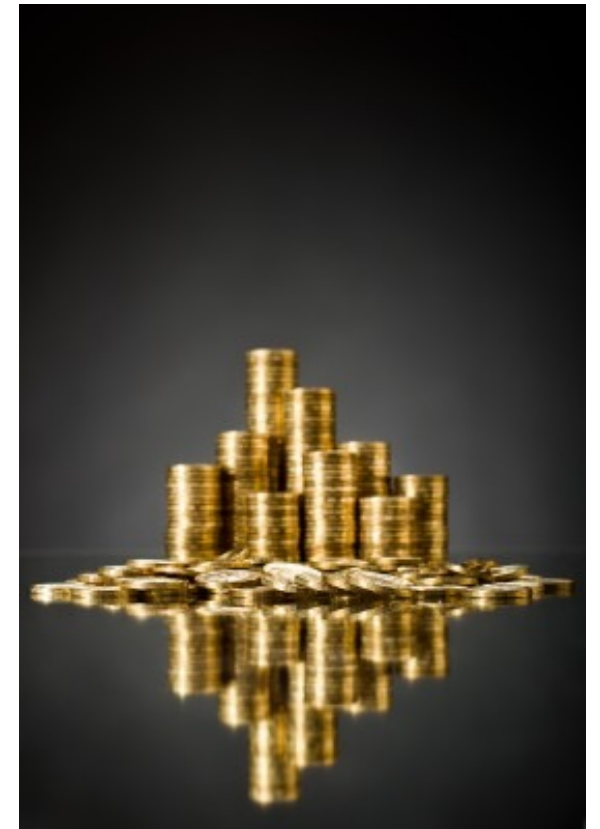
Profit per x?

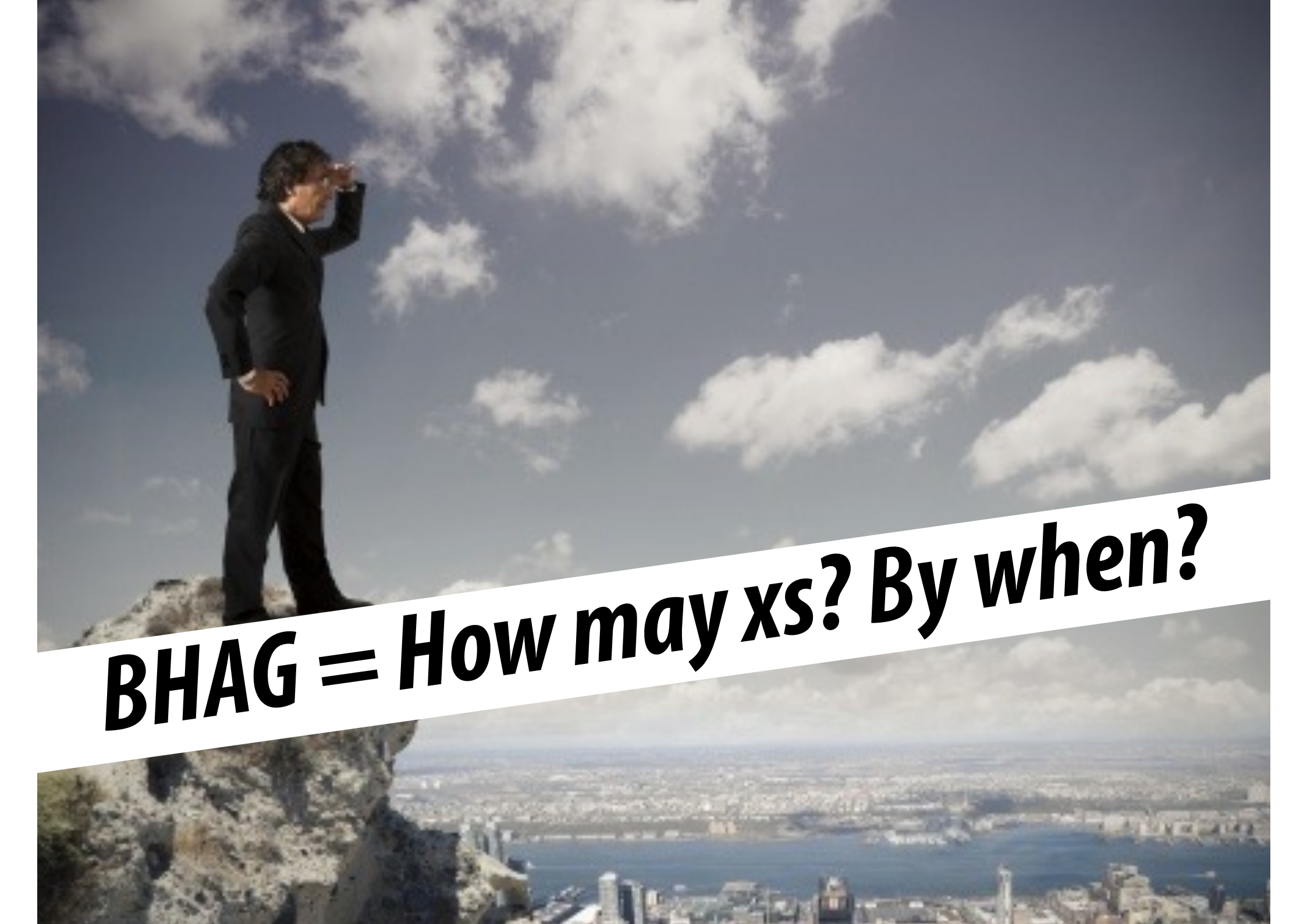


Profit per x?

Profit per...

- **customer**
- **store**
- **product**
- **hour**
- **case**
- **delivery**
- **channel**





BHAG = How many *xs*? By when?

Who's figuring this out?



...the CEO!



Reduce operations time by ~80%



Where's the choke point?



Routine sets you free...

Do you have the right people
in the right places doing the
right things?

People

Are there enough
sources of free cash
from inside the
company?

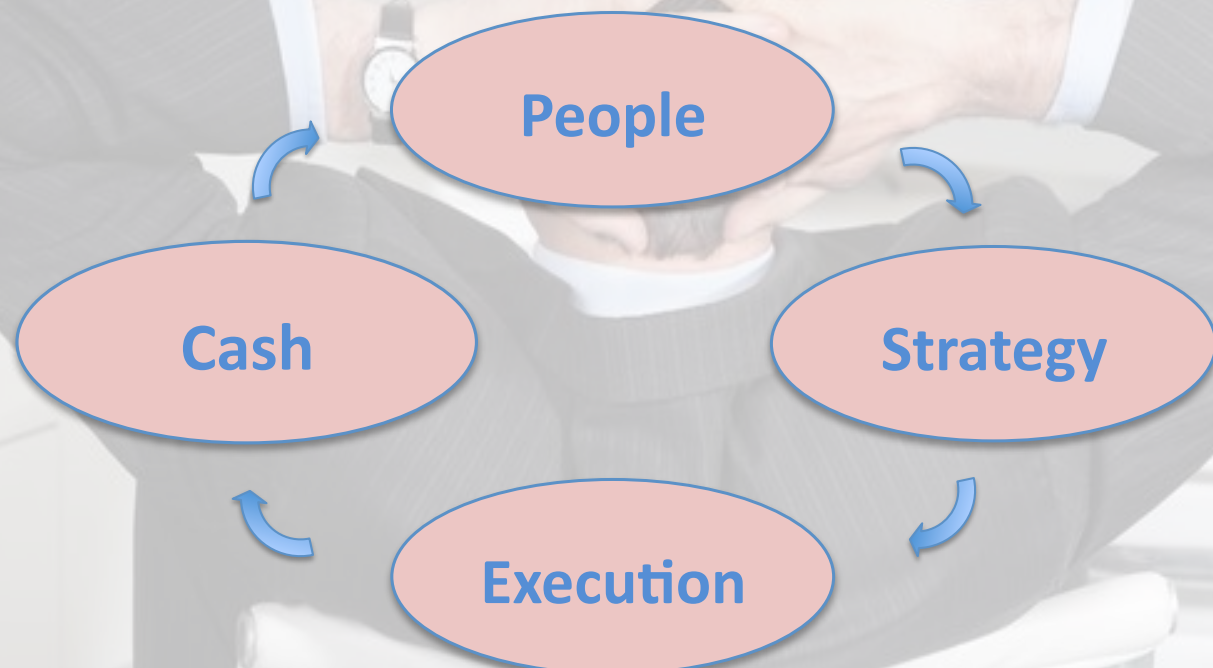
Cash

Can we state
our strategy
simply?
Does everyone
know what it is?

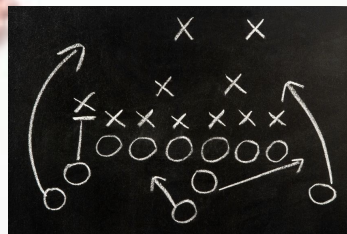
Strategy

Execution

Are we hitting our goals each period?
Are we exceeding industry standard
profitability?



The coaching agreement...



Our Agreement

Identify exactly what success looks like for this engagement
Figure out the strategy together
Sequentially eliminate choke points
Use appropriate tools
Metrics
Who's involved
Coaching rhythm
Standard T&Cs

3 Execution Keys

Results!





1 Priorities



The “critical number”



#1?

**Critical
Number**

**“Balancing”
Critical
Number**



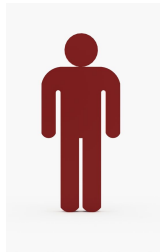


2 Metrics





**Leading vs.
Lagging
Indicators**



Gazelles International Four Decisions™ Tools
Individual Quarterly Plan: Priorities and KPIs

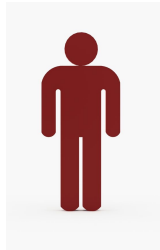
Key Performance Indicators (KPIs) Quantitative		KPI Green <small>(1st target goal)</small>	KPI Yellow <small>(2nd indicator for target goal)</small>	KPI Red <small>(Indicates no achievement)</small>
1.				
2.				
3.				
4.				
5.				

Date: _____

Quarterly Priorities | Qualitative

	Target Date
1.	
2.	
3.	
4.	
5.	

Name: _____



Gazelles International Four Decisions™ Tools
Individual Quarterly Plan: Priorities and KPIs

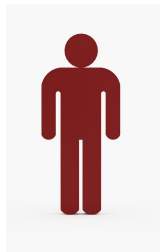
Key Performance Indicators (KPIs) Quantitative		KPI Green <small>(1st target goal)</small>	KPI Yellow <small>(2nd indicator for target goal)</small>	KPI Red <small>(Indicates no achievement)</small>
1.				
2.				
3.				
4.				
5.				

Date: _____

Quarterly Priorities | Qualitative

	Target Date
1.	
2.	
3.	
4.	
5.	

Name: _____



Gazelles International Four Decisions™ Tools
Individual Quarterly Plan: Priorities and KPIs

Key Performance Indicators (KPIs) Quantitative		KPI Green <small>(1st target goal)</small>	KPI Yellow <small>(2nd indicator for target goal)</small>	KPI Red <small>(Indicates no achievement)</small>
1.				
2.				
3.				
4.				
5.				

Date: _____

Quarterly Priorities | Qualitative

	Target Date
1.	
2.	
3.	
4.	
5.	

Name: _____

Critical Number

**Balancing
Critical Number**





Keep score





3 Meeting Rhythms







The daily huddle...

- What's up?**
- Daily metric update**
- Where are you stuck?**

Specifics are the key!

The coaching conversation...



It's about the coach too!

A group of six people are sitting in a circle in a modern office setting, engaged in a meeting. The room has large windows in the background. The people are dressed in business casual attire. One man in a light blue shirt is looking towards a woman in a teal top. Another man in a light blue shirt is seen from the back, looking towards the group. A woman with long dark hair is also visible. The overall atmosphere is professional and collaborative.

Groups get my vote :)

The peer coach





Thank You