

Executive Alignment Workshop is a one day workshop to help the Executives and Managers to:

- Clearly define the success measures of the project
- Understand the critical success factors to implementing major change
- Gain commitment to the change
- Understand their roles and responsibilities in supporting, reinforcing and coaching their people in the new initiative
- Communicate the right messages to the field organisation
- Add value to the sales process and the review process
- Finalize the Implementation Plan

As leading change management guru, Daryl F. Conner (President, CEO of ODR) says, *"You don't get change because you are right. You get change because you have strong sponsorship."*

This is the focus of the program, to gain the buy-in and commitment of the Executives and Managers to the change initiative and to provide them with a clear understanding of their roles and responsibilities to lead and drive it to achieve the desired outcomes. This is a critical component of any change initiative as many initiatives fail because this commitment is not in place.

Who should attend?

Attendees should be the Senior Executives and Managers who will be involved in sponsoring or driving the change initiative. Applicable to both sales and non-sales executives.

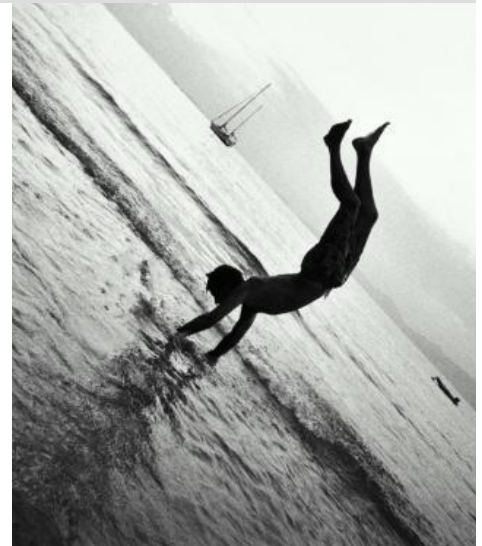
Program Outline

- Agreed goals & outcomes
- Overview the programs (to be implemented)
- Managing the change initiative
- Adding value to the sales process
- Measurements of success
- Develop an Executive Action Plan

How will participants benefit?

The business benefits of the *Executive Alignment Workshop* are to:

- Create alignment between the change initiative and the business imperatives
- Create commitment and motivation for the project among all Executives
- Enable non-sales Executives to add value to the sales process and the review process
- Integrate the change initiatives into existing company processes and programs
- Build executive credibility in leading organizational change
- Ultimately achieve the desired return on investment



A fresh
perspective
on your
performance