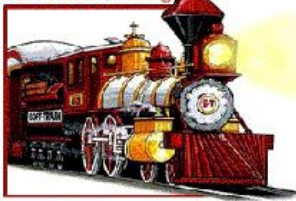


Soft-Train



*At Soft-Train
Technology Works*

Strategic Vision (2 Days) ST00058

COURSE GOAL: To enable the student to create a shared vision of the organization, promote wide ownership, and champion change.

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Create a shared vision with others in the workplace.
- Analyze the current situation.
- Set clear objectives
- Develop high level strategies to attain the vision.
- Implement the vision
- Analyze and Review the vision
- Adjust the vision as needed to stay with the changing situation.

KEY TOPICS:

I. What It Means to Motivate Like a CEO?

- A. Making a Difference
- B. Do You Feel a Strong Purpose?
- C. What if People Aren't Motivated
- D. Can You Motivate Everyone?
- E. Powerful Purpose Requires a Committed Team
- F. Your Job – Chief Motivational Officer
- G. Going on the Journey

II. Eight Principles for Motivating Others

- A. Begins with You
- B. Communicate a Clear, Powerful Mission
- C. Learn What Motivates Your People
- D. Make a Personal Connection with Others
- E. Make the Conversation about Them
- F. Praise, Recognize, and Reward
- G. Walk the Talk
- H. Empower People

III. Discovering Your Purpose and Communicating It to Others

- A. Discovering Purpose
- B. A Process of Discovery
- C. The Journey: Total Immersion
- D. Developing a Unique Perspective
- E. Tapping into “Collective Wisdom”

- F. Now Write Your Mission/Plan
- G. Mission and Purpose
- H. People Want to Know
- I. Big Ideas Challenge Conventional Thinking
- J. Rediscovering Passion and Purpose
- K. When Big Ideas Don't Win Friends

IV. Connecting People to Purpose: Link What and Why

- A. Start by Sharing the Facts
- B. The Truth Is a Powerful, Motivating Ally
- C. Explain It As Many Times as Necessary to Win Buy-in
- D. The Why Has to Make Sense
- E. Give Them a Great Reason to Buy In
- F. Make A Great Case
- G. So What?
- H. Get Input
- I. Save Yourself from Making a Mistake
- J. The Benefit of Engaging People
- K. Logic Words
- L. Appeal to Emotion
- M. Communicate a Picture of the Future

V. At the Helm: Align the Organization with Mission, Values, and Strategy

- A. Against the Odds
- B. Align with Action
- C. You Need the Right Team
- D. Finding Your Values
- E. Now You Can Put the Message "On The Wall"
- F. Stay Aligned as You Grow
- G. Consistency and Repetition

- H. Passion and Enthusiasm
- I. Policies and Practices

VI. Feedback Loop: Track and Measure the Impact of the Message

- A. Employee Surveys
- B. What Else Goes Into the Feedback Loop?
- C. Gathering Client Information
- D. Sharing Financial Results
- E. Performance Reviews
- F. E-mail in Loop
- G. Good News Should Travel Fast
- H. How to Make Sure that Good News Travels Fast
- I. Be Thankful for Bad News
- J. Walking Around: A Great Way to Gather Information

VII. Create Momentum and Keep It Going

- A. Connect People to Purpose
- B. How Else Can You Communicate to Create and Build Momentum?
- C. Take a Long Term View Toward Building Positive Momentum
- D. Create and Sustain Momentum with a Focus on Driving Values
- E. Empower People to Act
- F. Be Inclusive

VIII. Create Accountability and Drive Results

- A. People Like to Be Held Accountable
- B. Accountability Starts at the Top
- C. A Culture of Accountability

- D. Transparency
- E. Consistency
- F. Flexibility
- G. Message Discipline

IX. Create the Story: The Secret to Winning Hearts and Minds

- A. Story Impact
- B. Where to Look for Stories
- C. Use Personal Stories
- D. Story Development
- E. Repetition – The Mantra
- F. Six Steps to Telling the Story

X. On Stage: Speaking with Passion and Conviction

- A. Passion Comes from Within
- B. Your Words, Your Way
- C. Gather Audience Intelligence
- D. Tune in While on Stage
- E. Work the Room and Connect
- F. Love Your Audience
- G. The Importance of Practice
- H. Prepare for Surprises

XI. Everyday Motivation: Make Communication Your Number One Job

- A. Every Leader's Job
- B. Bottlenecks
- C. Set the Expectation
- D. When You Encounter Resistance
- E. Promote Skills, Not Dependency
- F. Stay Visible, Stay Involved
- G. The New Demands on Leaders

XII. Making Time for Motivating People

- A. Setting Intentions

- B. Scheduling Intentions
- C. Discipline to Stick to the Plan
- D. Time Flies
- E. The Language of Commitment
- F. Create Blank Time
- G. Right Time, Right Activity

XIII. Your Strategy: When, Where, and How to Motivate People

- A. When, Where, and How
- B. Your Communications Plan
- C. Working Your Communications Plan
- D. Big Event – Big Announcement
- E. The Power of Enthusiastic Repetition
- F. Use Every Communication Tool Available
- G. The Personal Touch

XIV. Motivating Your Team: The Coach Gets You Ready

- A. Do the Little Things
- B. Just Start
- C. Face Challenges Head On
- D. Take Charge
- E. One Day at a Time
- F. Move Out of Your Comfort Zone
- G. Believe in Yourself