

Strategy and Tools for Transformation Leaders

Align strategy, culture, customer experience, human performance and success

SUMMARY

It is normal to attack single symptoms of organizational under-performance as if they are the root causes preventing excellence. Themes such as process improvement, employee engagement, service responsiveness, waste and cost reduction, technology adoption, and performance measurement masquerade as the cure. As an insightful leader, you recognize the true pursuit of excellence is multi-dimensional, constrained by organizational culture, and is a highly complex endeavor. This workshop is designed to make the complex much easier, the transformation pace much faster, and the results bigger than anything you've seen.

The new leader is impatient to achieve “impossible” outcomes, excite customers, engage empowered employees and set new measures of success others can only dream about. It is a tall order requiring an entirely new focus, paradigm and tools. Success requires a transformation system as well as a systems approach to transformation. This workshop provides you with both. It starts with transforming how you envision excellence, then equips you to achieve what you never thought possible, such as these repeated practitioner results:

- New monthly revenue of \$8 million
- Process time reductions of 80%
- Cost savings of \$20 million in two years
- Customers transformed into raving fans
- Dramatic improvement in employee selection, placement, performance
- Measurement of intangible knowledge work across the enterprise
- National & industry awards for excellence and best-in-class performance
- Engaged employees who view their work as a calling, not a job

INTENDED AUDIENCE

This workshop is for members of the C-suite, change leaders, initiative champions and their teams responsible for conceiving and executing top-flight performance improvement and innovation your colleagues, customers and employees will notice, love and emulate. Leaders from internal disciplines including quality management, human resources, IT, customer service, marketing, and supply management.

TAKE AWAYS INCLUDE

- [Mastering Excellence](#): A Leader's Guide to Aligning Strategy, Culture, Customer Experience and Measures of Success.
- A [cultural IQ](#) assessment revealing excellence strengths/needs in four key areas of leadership
- **Tools** to apply the new transformation system, unavailable elsewhere
- The **Strategy Map** for connecting strategy to daily work, applicable to everyone
- **10 Steps to Excellence**: Your road map to success
- **Six Leadership Levers**: Eliminate the sources of ambiguity, confusion, chaos and conflict; simplify and accelerate cultural change
- [8 Dimensions of Excellence](#) framework that integrates and balances priorities related to initiatives, measures, strategy, operations and values
- A tool that removes “service” ambiguity, making intangible work concrete and measurable

- Strategic Project criteria shown to increase satisfaction & workforce capacity, saving cost and time
- A Voice of the Customer method that is easy, powerful and unique
- The method for mapping, analyzing and improving any process by 80%
- How to measure the seemingly immeasurable

PRINCIPAL PRESENTER

[Robin Lawton](#) is an internationally recognized author, executive coach and expert in creating rapid strategic alignment between enterprise objectives and customer priorities. Rob has directed strategic and operational improvement initiatives since 1985. He coined the term “customer-centered culture” with ***Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed*** (1993). His fourth book, published in 2017, is ***Mastering Excellence: A Leader’s Guide to Aligning Strategy, Culture, Customer Experience & Measures of Success***. Both books are 5-star rated at [Amazon](#). Thousands of leaders have used his powerful but easy-to-understand principles, strategies and tools to improve and measure service, knowledge work and customer satisfaction.

Mr. Lawton was ranked #1 of 103 speakers by ASQ in 2017, with similar recognition by leadership organizations such as the Japan Management Association, Chamber of Commerce, Federal Executive Board, Association for Manufacturing Excellence, American Marketing Association, International Standards Organization, Society of Health Systems and many others. Rob was named “Quality Guru” by Quality Progress journal. His numerous articles have been published internationally and in several languages.

Rob’s presentations integrate audience participation, humor and current events. The result is a highly inspiring, personally relevant and insight-producing experience you will feel compelled to act on, using the tools he provides. Participant and practitioner comments include the following:

"This is the most clear and direct method of leadership improvement and quality management I have found." Quentin Wilson, Director, Department of Revenue, **Winner, 2000 Missouri State Baldrige Award** (1st state agency in the country)

"Excellent! [You] challenged me to make a mind shift to apply the customer-centered thinking in my work. The emphasis on creative divergent thinking may be the key to our success in the next 10 years." Steve McAlexander, Assistant Vice President, **American Honda Motor Company**

"This system is one that can be effectively used by decision makers as well as every individual in the organization. It is the most effective model I have seen in my 15 years in management." David Leary, Director, **Lawrence Livermore National Laboratory**- winner, California State Performance Excellence Award

"During my long career, I was one of the few people in the world to study under, and spend personal time with Dr. Edwards Deming, Peter Drucker, Joseph Juran, Philip Crosby, Russell Ackoff, Tom Peters and Michael Hammer. In comparison to those giants of the past, Mr. Lawton is clearly in a comparable position to be today's premier thinker and practitioner of quality as defined by customer satisfaction. He causes revolutionary new managerial thinking and decision-making." Bruce E.

Laviolette, Ph.D., Corporate Director of Management Systems, **Naval Air Systems Command**

"I want to be sure you heard from me what a critical piece of work we all did during your session last week. We are already beginning to incorporate the thinking in your model into our efforts in the Mental Health Service. Thanks so much for a superlative session." Rich Goepfert, East Region Chief, Mental Health Services, **Group Health Cooperative of Puget Sound**

CONTACT

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LINKS

LinkedIn: <https://www.linkedin.com/in/robin-lawton-8682311/>

Web site: www.C3Excellence.com

In The News: <https://www.c3excellence.com/robin-lawton-featured-in-the-news/>

OUTLINE

Day 1

1. The 8 Dimensions of Excellence framework
 - Self-assessment: your strengths on customer knowledge, strategy and improvement
 - Separating and prioritizing process, product and outcome expectations
 - Aligning mission, strategy, measures, customer values, behavior: roadmap & steps
 - Ambiguity and use of six levers for your own leadership and cultural transformation
 - How to advance your current initiative(s), such as Lean Six Sigma, MBNA criteria, ISO 9001 and other approaches
 - Vital Lies: constraints on excellence
2. Redefining Knowledge and Work as Products
 - Four key questions that advance traditional management of excellence and quality
 - The remedy for the six reasons service is so difficult to define, manage and improve
 - How to define "service" and knowledge work as measurable products
 - Connecting strategic direction to daily work, relevant to everyone
 - The #1 characteristic driving enterprise growth (think Steve Jobs)
 - The fastest growing product category you could be in (but probably aren't yet)
 - The key things we should know (but few do) about every product
 - Identifying the "root cause" of failure and success: A \$20 million case study
3. Laser Focus on the Customer (including employee customers)
 - Unambiguously determining who "the customer" is in every context
 - Differentiating the three roles a customer can play, and why it matters
 - Enhancing success by empowering the right customers
 - What we should learn from Steve Jobs, Elon Musk, Jeff Bezos, others

4. Connections between employees, teams, and workforce performance
 - Eliminate the practice most hated by bosses and employees
 - The high performance team
 - How leaders of HR, Quality, IT, and Customer Service can excel
5. Summary of Day 1, case study for reference, morning assignment

Day 2

1. Integrating The Voice-of-Customer, Innovation and Great Design
 - Ten reasons surveys fail and how to improve success
 - The “word formula” questions that always uncover what customers want
 - How to separate and balance the 12 critically different customer voices
 - Convergent versus divergent thinking: Why GE never made candles
 - Innovation and design thinking to drive WOW!
2. Measuring the Seemingly Immeasurable, With & Without Surveys
 - Why and what to measure while avoiding overkill
 - How to translate squishy perceptions into objective measures
 - Building the product/service design table
3. Rethinking process
 - The two processes to keep in mind as separate
 - Activity versus product flow
 - How to cut time and complexity by 90%
 - The minimum six measures to know and report on every target process
4. Connecting the Dots and Taking Action
 - Deployment with high potential, high readiness, high visibility
 - Heroes, not martyrs