

Strategy and Tools for Transformation Leaders

Interactive Webinar

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

This 3.5-hour interactive webinar is a modified version of essential elements of the full-length [workshop](#). It is designed to make your transformational efforts much easier, faster, and more impactful than anything you've seen or experienced. It is based on a brand-new way of thinking, new tools, and a proven track record of stunning results. It will benefit change leaders in all knowledge-intensive organizations.

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 fast-paced webinar provides you with both. It starts with transforming how you envision excellence, then equips you to achieve what you never thought possible. Optional [Mentoring](#) is available to support your deployment.

Intended Audience

This webinar 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 all disciplines including quality management, operations, human resources, IT, customer service, marketing, and supply management will benefit. Educational units (REUs) are available for ASQ members.

Objectives

In only a half-day, you will learn how to:

1. Apply an innovative roadmap to connect strategy, business growth, operations, and customer insight
2. Totally rethink the way work is done and transformation should occur so customer focus is embedded everywhere, from strategy to daily work
3. Make intangible knowledge and service work concrete and measurable
4. Determine who "the customer" really is in every context and why it matters
5. Engage employees, using a logical process that releases creativity
6. Eliminate the #1 cause of confusion, conflict, chaos, low productivity, and initiative under-performance
7. Focus projects for optimum strategic success, selecting the right targets
8. Use a new method to cut 80% of process time, cost, waste, complexity
9. Develop a rapid deployment plan that is high impact, scalable, and sustainable

Takeaways

- [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
- **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 eliminating “poor service”, making intangible work concrete & measurable

Outline

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 Service Work as Products
 - Four key questions that advance traditional management of excellence and quality
 - The remedy for the reasons service is so difficult to define, manage, 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, invisible to most experts
 - The fastest growing product category you could be in (but probably aren’t yet)
 - 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

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
- National & industry awards for excellence and best-in-class performance
- Engaged employees who view their work as a calling, not a job

Participant Comments

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

“In comparison with giants of the past such as Deming, Drucker, Ackoff, Peters, and Juran, Mr. Lawton is clearly today’s premier thinker and practitioner of excellence, as defined by customers. He causes revolutionary new managerial thinking and decision-making.” Dr. Bruce Laviolette, Corporate Director of Management Systems, **Naval Air Systems Command**