

# THE PRESIDENT'S TEAM

Accelerating the Success of CEOs, Presidents & Business Owners

## THE PRESIDENT'S TEAM

### Program Features Member Benefits

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#### THE IN-DEPTH GOAL SETTING

This process quickly pin-points business growth targets and leadership development needs. This process looks at each President in the context of his/her business, past financial performance, the current business plan and the leadership role for driving performance and targets.

The Goal-Setting process involves three key elements:

- a) A detailed review of the business, it's strategy and positioning in the market, it's structure; it's past and current performance, financial and operational goals for the coming fiscal year, along with the CEO's role and objectives for the coming year;
- b) An identification of the critical leadership competencies required for the coming year using a highly validated benchmarking process;
- c) A comprehensive objective assessment of the President's performance and potential mapped against the critical leadership competencies for the business. This process uses advanced assessment methods and can be delivered in a variety of formats to accommodate scheduling issues.

THE PRESIDENT'S TEAM approach is proactive and allows both the member and chair to quickly formulate a development plan within the first month. As a result, the member is more quickly focused on learning needs and is engaged in development much earlier in the process.

Quickly establishing clear, achievable goals and getting to know each member and his/her business quickly is critical to achieving our goal of accelerating learning and growth.

When combined with relevant business goals and future plans, the leadership assessment data helps the member quickly identify the top learning priorities for driving and supporting business outcomes. This element of the program ensures that learning is focused in the right areas and can be truly measured in annual outcomes and gains in the business.

Armed with this deeper level of understanding of personal and business needs, our members build Strategic Learning Game Plans® that lay the foundation for monthly Peer Advisory Sessions, The CEO Targeted Leadership Curriculum, and on-going one-on-one coaching with THE PRESIDENT'S TEAM Chairperson.

The Strategic Learning Game Plan® completed at the end of the Leadership Assessment process serves as a critical on-going reference point. It clarifies and documents the member's focus for the year and provides the plan against which all other activities are implemented. It helps both the member and the chairperson to examine progress and possible follow-up activities and serves as the basis for evaluating and measuring program success at the end of the year.

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#### TARGETED LEADERSHIP CURRICULUM

Based on the Strategic Learning Game Plans® of all members, an annual curriculum of topics and resource speakers is created. This focus on the specific needs of the group members ensures the highest degree of relevance and commitment to attending and working with the program information. Resource speakers are selected for their relevance to the specific issues confronting the membership in their region.

Each speaker is committed to ensuring that their presentations are directly applicable to the business issues in the group. The result is that each member comes away with specific, highly relevant information and feedback that can be directly and quickly applied in his/her business setting. The bottom-line benefits are obvious – targeted information to deal with specific personal business issues yields more significant learning and measurable results.

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#### MONTHLY CEO FORUM

The monthly CEO Forum brings together small groups (15-16) of presidents from similarly sized, but non-competing companies. Members are from a wide range of businesses, both product and service. This is a full day session for working on their businesses and their personal life situations. The learning and development activities include:

- **A morning Targeted Leadership Curriculum session** with presentations by specially chosen business experts who work with members in a small group atmosphere that is supportive, encouraging and full of opportunities for discussion. Speakers and topics for the Targeted Leadership Curriculum are chosen on the basis of each member's specific needs - as identified in the Strategic Learning Game Plan®.
- **An afternoon Peer Advisory Session** dealing with real-life business problem-solving and input from a group of trusted peers. Members explore issues and develop creative new ideas, review goals and actions plans, and engage in highly interactive peer assisted problem solving and learning and development.

The targeted approach of the curriculum and the resource speakers ensures that each member comes away with specific, highly relevant information and feedback that can be directly and quickly applied in his/her business setting. Speakers inform, educate and most importantly, motivate members to take action. They discuss the latest thinking on diverse business and personal topics; offer new ideas and perspectives; and provide specific techniques for building key leadership skills. Our multi-modal approach to learning guarantees a far better depth of understanding, increases the chances of implementation and real change.

The Peer Advisory Session ensures that each member has the benefit of a variety of different points of view and experience in tackling issues in their business. A wider range of solutions can be explored and 'Blind spots' are more readily exposed and problems with implementation averted. The time and resource delays of trial and error approaches are reduced and the member is likely to move ahead more quickly with changes that drive year end results and personal goals.

THE PRESIDENT'S TEAM Chair ensures that the Monthly CEO Forum provides each and every member with an objective, supportive sounding board for dealing with the challenges of running their unique businesses.

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#### CONFIDENTIAL ONE-ON-ONE COACHING

Every month, between monthly CEO FORUM meetings, each PRESIDENT'S TEAM member meets with the group's chairperson for 2 hours for an intensive confidential, one-on-one session to get direct input and advice. When face to face meetings are not possible, the sessions can be conducted by telephone.

The chairperson is focused on helping resolve the most pressing business and personal issues and ensuring that the member stays on track to achieve the learning goals for the month, quarter, or year. The Strategic Learning Game Plan® serves as a structured guide and reference for follow-up and implementation.

These are action sessions designed to deal with any issue or problem being faced by THE PRESIDENT'S TEAM member. As well, the session gives members the opportunity to prepare issues, challenges and opportunities that might be presented at the monthly Peer Advisory Session. The confidential nature of the sessions allows the member to bring up all of the issues and get to the root of difficulties in implementing changes.

The chair's role in these sessions is critical in identifying and resolving personal roadblocks to learning. The chairperson probes for key issues; provides individual feedback; helps develop and implement action items; and ensures that the member receives full value for their membership. As issues, problems and opportunities arise, members are encouraged to contact their chair in order to address and solve problems quickly.