



Charting the Course Online Seminar



Curriculum Overview

- completely customizable to Client needs

Timing

3 x 90mins webinars on the same or different days

Core Objectives

Participants will do some real work in helping chart the course with their work team for the foreseeable future (usually one calendar/financial year).

Webinar 1 of 3 Outline*

Module	Title	Time
Module 1	Desired State	55 minutes
Module 2	Customer Behavior	35 minutes

Webinar 2 of 3 Outline*

Module	Title	Time
Module 3	Drivers	45 minutes
Module 4	People Behavior	45 minutes

Webinar 3 of 3 Outline*

Module	Title	Time
Module 5	Conditions	35 minutes
Module 6	Leader Actions	35 minutes
Module 7	Measurements	15 minutes
Module 8	Summary, Additional Resources and Evaluations	5 minutes

*If the webinars are being held on the same day, a 10mins break is recommended after the first 90mins webinar and a lunch break between the second and the third webinar



Module Summaries

Module 1 - Desired State (55 minutes)

Objective: What is our ambition for the time period we're setting our sights on? What do we want to be famous for? What's our picture of future success, defining moment of triumph? This needs to be a bold state-changer; when we talk about it, it excites us, quickens us. It is inspirational, stretching and our internal stakeholders can connect with it. Keep this crisp, compelling, and memorable. Be definitive; give it a timeframe, deadline and measurability.

Lesson 1	Opening comments from client representative	2 minutes
Lesson 2	Expectations and Learning Agreement	3 minutes
Lesson 3	Overview of Day's Activity	5 minutes
Lesson 4	Desired State Examples	10 minutes
Lesson 5	Small Group Exercise	15 minutes
Lesson 6	Small Group Debrief	15 minutes
Lesson 7	Conclusion and Next Steps	5 minutes

Module 2 - Customer Behavior (35 minutes)

Objective: What will our customers need to feel, say and most importantly do, or do more of, to enable our desired state to come true; (for example, buy more, come back, recommend us)? Which segments need to grow?

Lesson 1	What's important to our customer?	10 minutes
Lesson 2	What do we need more from our customers?	10 minutes
Lesson 3	What are some success stories with our customers in the last 12 months?	5 minutes
Lesson 4	What could we do better to serve our customers?	8 minutes
Lesson 5	Conclusion and Next Steps	2 minutes

Module 3 - Drivers (45 minutes)

Objective: What are the key motivators that will drive customers to make our desired state a reality? Why do they choose to do business with us specifically? What differentiates us? What's our unique selling proposition (USP)? What will drive customer loyalty, bigger spend and more recommendations etc?

Lesson 1	Examples of "Drivers"	10 minutes
Lesson 2	What are our "Drivers to Customer Behavior?"	30 minutes
Lesson 3	Conclusion and Next Steps	5 minutes



Module 4 - People Behavior (45 minutes)

Objective: What will our people need to stop, continue or start doing to consistently deliver the key customer drivers? How will our people need to be delivering service internally and externally? What's their non-negotiable to-do-list? What is the profile of our ideal employee? What are their core capabilities and competencies?

Lesson 1	The Power of One	1 minute
Lesson 2	Continue Exercise	5 minutes
Lesson 3	Stop Exercise	10 minutes
Lesson 4	Start Exercise	10 minutes
Lesson 5	Debrief and Learning	10 minutes
Lesson 6	Non-negotiable Values	5 minutes
Lesson 7	Conclusion and Next Steps	4 minutes

Module 5 - Conditions (35 minutes)

Objective: What conditions need to be in place to create a highly engaged culture? What would make this an even greater or more inspiring place to work? This will involve defining the levels and frequency of reward, training and development, recognition, targets, communication, challenge, encouragement and support etc.

Lesson 1	Gallup's Findings on Engagement and Work Culture	3 minutes
Lesson 2	How do we rate?	15 minutes
Lesson 3	What can we do better?	15 minutes
Lesson 4	Conclusion and Next Steps	2 minutes

Module 6 - Leader Actions (35 minutes)

Objective: What are our leadership values? What do we stand for and what should we model in a united way? What behaviors are we permanently committed to and are uncompromising about? What will be our individual leadership contributions during this coming year?

Lesson 1	We manage things, we influence people	2 minutes
Lesson 2	What are the characteristics of a great leader?	3 minutes
Lesson 3	How are we cultivating our future leaders?	3 minutes
Lesson 4	Personal Leadership Contribution Statement - Activity	10 minutes
Lesson 5	Personal Leadership Contribution Statement - Debrief	15 minutes
Lesson 6	Conclusion and Next Steps	2 minutes



seminars



keynotes



coaching



online

Module 7 - Measurements (15 minutes)

Objective: How do we know if we're winning or losing? How do we know if our customers are delighted? What's important to our people - how do we measure their success in partnering with us? Are there any measurements that contradict and cause us to battle against ourselves or other parts of the organization; even worse, such measurements work against the customer?

Lesson 1	Company - success measurements	3 minutes
Lesson 2	Customer - success measurements	3 minutes
Lesson 3	Employee - success measurements	3 minutes
Lesson 4	Conflicting measurements we could change	3 minutes
Lesson 5	Conclusion and Next Steps	3 minutes

Module 8 - Summary, Additional Resources and Evaluations (5 minutes)

Objective: To effectively close today's professional development session by ensuring desired expectations were met as well as sourcing seminar evaluations and making participants aware of additional resources.

Lesson 1	Closing Comments	1 minute
Lesson 2	Recommended Resources	1 minute
Lesson 3	Evaluations	3 minutes

