

Welcome to our Annual Summer Event!

Strategize, Apply, and Grow

From Ambition To Action

行動のない計画は空想に過ぎない

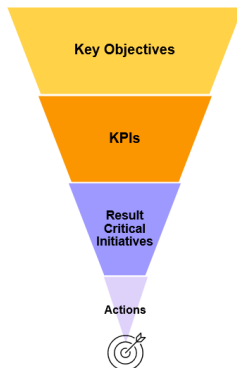
Kodo no nai
keikaku wa
kuso nisuginai

Strategic and tactical execution → “Execution Excellence”

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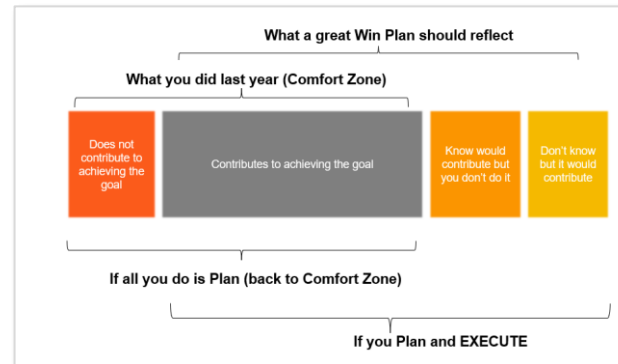
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*Solid bridge between
plan & execution*



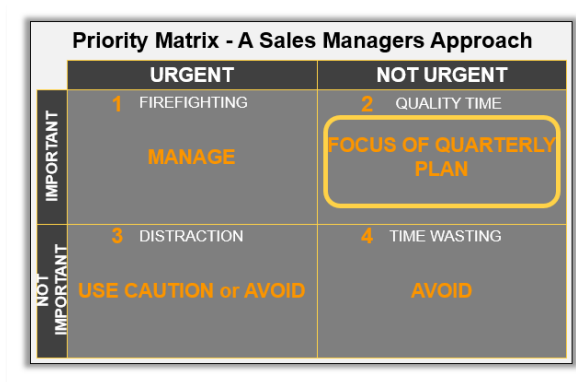
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*Outside your comfort
zone*



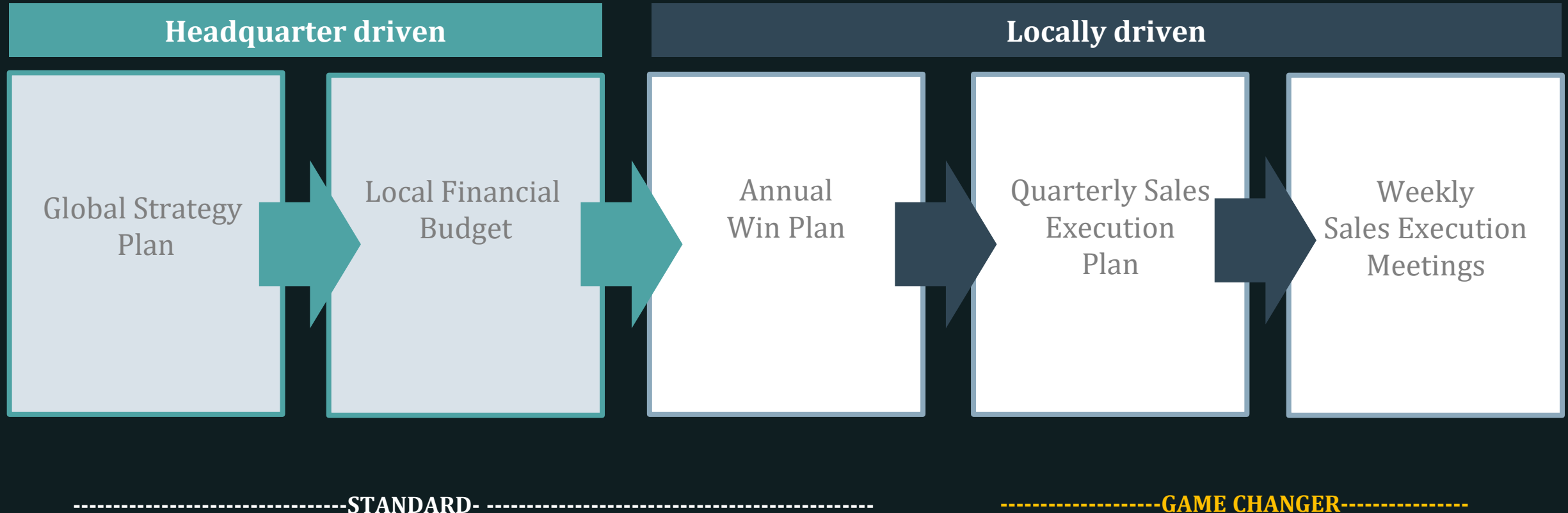
3

“Set your priorities”



The fit to your annual planning

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[illegible]

The photograph shows a whiteboard with several sticky notes. The sticky notes are yellow and red, with handwritten text in black ink. The whiteboard is placed on a green and white checkered surface. The text on the sticky notes is as follows:

- Yellow sticky note (top left):** "The first step in the process is to identify the problem."
 - 1. Identify the problem
 - 2. Analyze the problem
 - 3. Develop a solution
 - 4. Implement the solution
 - 5. Evaluate the results
- Yellow sticky note (top right):** "The second step is to analyze the problem."
 - 1. Analyze the problem
 - 2. Develop a solution
 - 3. Implement the solution
 - 4. Evaluate the results
- Yellow sticky note (middle left):** "The third step is to develop a solution."
 - 1. Develop a solution
 - 2. Implement the solution
 - 3. Evaluate the results
- Yellow sticky note (middle right):** "The fourth step is to implement the solution."
 - 1. Implement the solution
 - 2. Evaluate the results
- Yellow sticky note (bottom left):** "The fifth step is to evaluate the results."
 - 1. Evaluate the results
- Red sticky note (bottom right):** "The final step is to evaluate the results."
 - 1. Evaluate the results

What is the roll-out plan?

GOALS & ACTIONS	ROLL-OUT RATES	COMINGLING & BALANCE IN	HANDSHAKE	WEEK 2 & 3 COLLABORATION MEETING
2024 Performance Targets 1. Increase Revenue by 10% 2. Reduce Costs by 5% 3. Improve Customer Satisfaction Score by 15% 4. Launch New Product Line by Q3	Quarterly Reviews 1. Monthly progress reports 2. Quarterly business reviews 3. Bi-weekly team meetings 4. Daily task lists	Develop an SOP and audit it 1. Create a shared calendar for meetings 2. Establish a communication channel (Slack, Teams) 3. Conduct a joint training session	Establish a shared calendar 1. Create a shared calendar for meetings 2. Establish a communication channel (Slack, Teams) 3. Conduct a joint training session	Conduct a joint training session 1. Establish a shared calendar for meetings 2. Create a shared communication channel (Slack, Teams) 3. Conduct a joint training session
Revenue Growth (Q1-Q4) 1. Q1: 10% increase 2. Q2: 12% increase 3. Q3: 15% increase 4. Q4: 18% increase	Cost Reduction (Q1-Q4) 1. Q1: 5% decrease 2. Q2: 6% decrease 3. Q3: 7% decrease 4. Q4: 8% decrease	Customer Satisfaction (Q1-Q4) 1. Q1: 85% score 2. Q2: 88% score 3. Q3: 90% score 4. Q4: 92% score	Product Launch (Q3-Q4) 1. Q3: 10% launch 2. Q4: 15% launch	Collaboration Metrics (Q1-Q4) 1. Q1: 10% collaboration 2. Q2: 12% collaboration 3. Q3: 15% collaboration 4. Q4: 18% collaboration

Revenue

Costs

Customer Satisfaction

Product Launch

Collaboration Metrics

Revenue

Costs

Customer Satisfaction

Product Launch

Collaboration Metrics

Win Plan workshop

KPIs identified

Handshake

Result Critical Initiatives

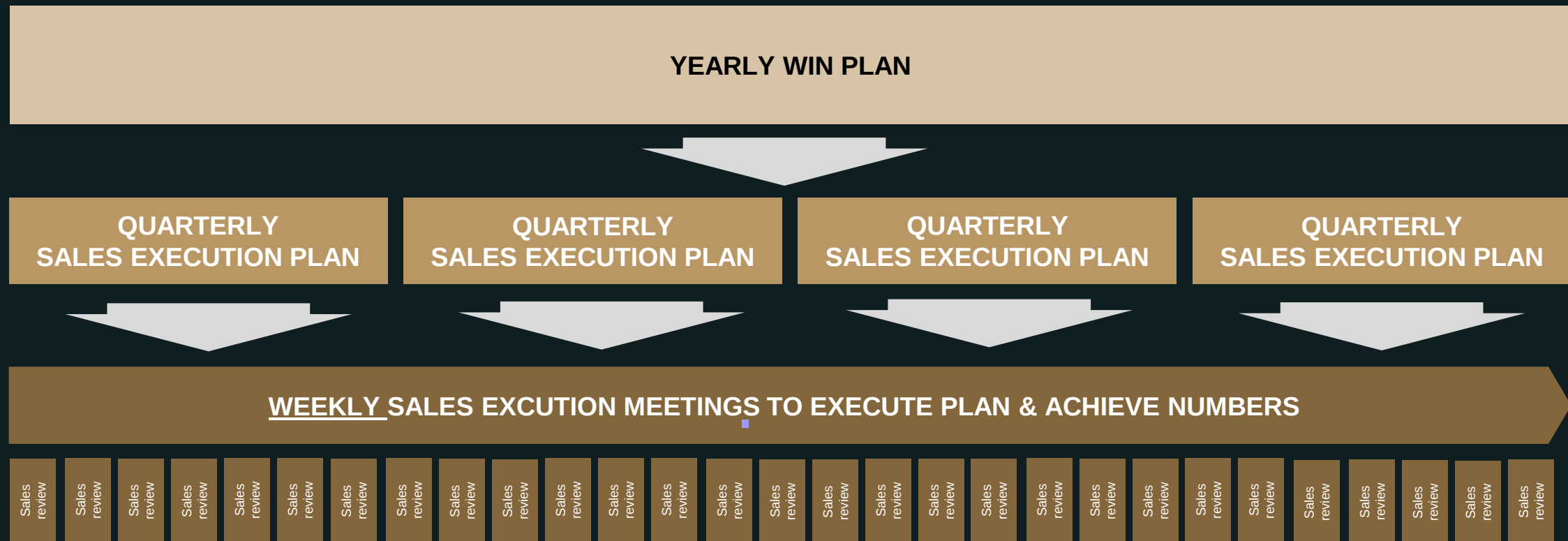
Quarterly plans ready prior to quarter

Follow-up on

- 1. KPIs*
- 2. Actions*

Executing Yearly, Quarterly and Weekly

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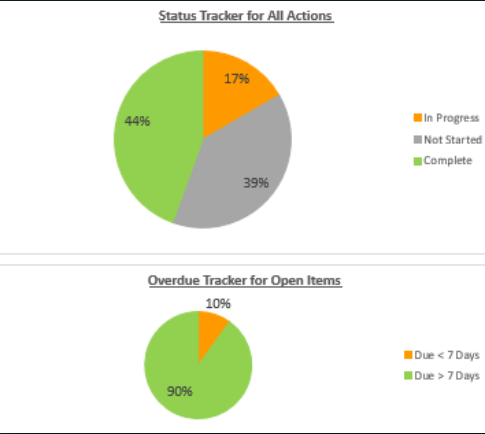
Weekly Sales Review



1. Update on group actions from last weekly execution meeting (execution log)

2. Individual reporting of all managers (5-7 min each)

1. Overall progress



2. Select Completed actions

Completed									
Objective	KPI	RESULT CRITICAL INITIATIVES (RCI)	ACTIONS	OWNE	Status	DATE	Due D	Attenti	
Account Management Strategy	Increased quantity of customers spe	2. Geographical Coverage	3. Engage with TA on profile type	AB	Complete	31/07/2024	Overdue		
Orders 2024 Target	\$530M Orders	1. Order book vertical classification accur	1. Meet with Suith to develop process to govern and correct vertical classification errors	AB / SR	Complete	31/07/2024	Overdue		
Orders 2024 Target	\$530M Orders	2. Marketing resource and budget alignm	2. Hold Q2 marketing budget review meeting with FA to review budget allocations and	AB / FA	Complete	31/07/2024	Overdue		
Pipeline Excellence	Pipeline Creation \$383M / Q	1. Telemarketing Team Alignment	1. Host meeting with Marketing to review current performance and agree team weightin	AB / FA	Complete	31/07/2024	Overdue	X	
Pipeline Excellence	Pipeline Creation \$383M / Q	2. Contractor Coverage	2. Finalize Coverage Workshop	AB / RR / IM	Complete	31/07/2024	Overdue	X	
Pipeline Excellence	Pipeline Creation \$383M / Q	2. Contractor Coverage	2. Agree account allocations and engagement formal	AB / RR / IM	Complete	31/07/2024	Overdue		
Pipeline Excellence	Pipeline Creation \$383M / Q	4. Corporate Reseller Coverage	4. Conduct pilot workshop with Computacenter	AB / AF / SC	Complete	31/07/2024	Overdue		
Pipeline Excellence	Pipeline Creation \$383M / Q	5. AI Pipeline	5. Review contacts from AI roadshow	AB / FA	Complete	31/07/2024	Overdue		
Pipeline Excellence	Forecasting Accuracy ~90%	1. Increased reporting frequency	1. Utilize orders reporting optimization to bolster agenda for weekly KO meetings	AB	Complete	31/07/2024	Overdue		
Pipeline Excellence	Pipeline Excellence	1. Pipeline Clense	1. Set deadline for all pipeline clensing to be complete and communicate to managers	AB	Complete	31/07/2024	Overdue	X	

3. Overdue and coming weeks actions

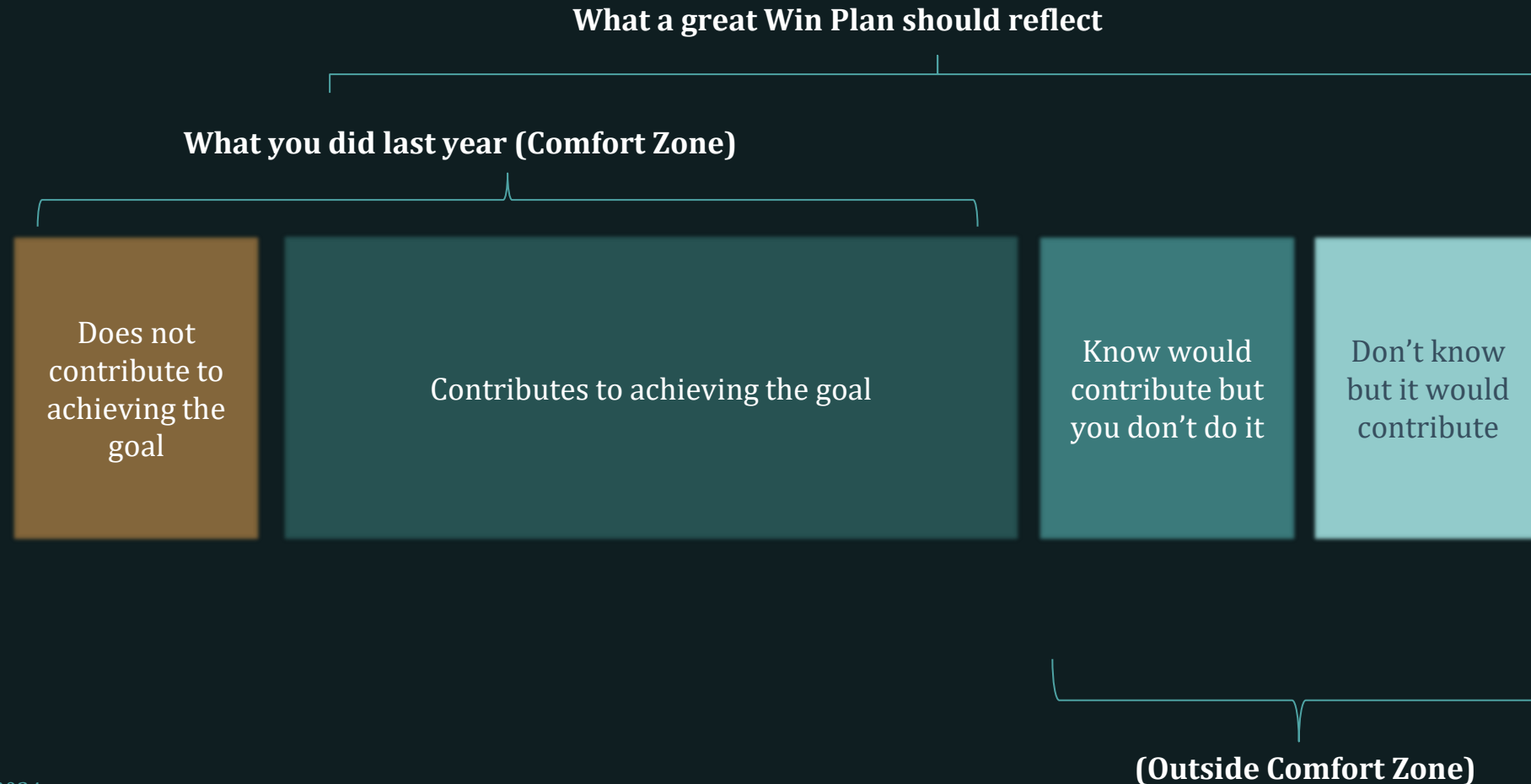
Open									
Objective	KPI	RESULT CRITICAL INITIATIVES (RCI)	ACTIONS	OWNE	Status	DATE	Due On	Comments during Ca	Attenti
Orders 2024 Target	\$530M Orders	2. Marketing resource and budget align	1. Go-Live	AB / SR		09/10/2024	Overdue		
Account Management Strategy	Increased qu	1. Account Coverage	2. Agree on new team structure to compliment better geographical coverage for strateg	AB	In Progress	31/07/2024	Overdue		
Developing People	Retention	1. Quarterly to Monthly Sales Broadcast	1. Increase frequency/cadence to monthly following success of July broadcast	AB / LAs	In Progress	31/07/2024	Overdue		
Developing People	Retention	3. Conduct career pathways / success	3. Agree agenda and schedule workshop	AB		31/07/2024	Overdue	Meetings going out this week.	
Orders 2024 Target	\$530M Orders	3. Pressure & Presence	3. Schedule meetings with managers to ensure attendance at all sales meetings across	AB / LAs	In Progress	31/07/2024	Overdue	Meetings going out this week.	
Pipeline Excellence	Pipeline Cre	1. Telemarketing Team Alignment	1. Communicate to management team.	AB		31/07/2024	Overdue	Meetings going out this week.	
Pipeline Excellence	Pipeline Cre	4. Corporate Reseller Coverage	4. Agree actions and follow ups - see RCI account management	AB / AF /	In Progress	31/07/2024	Overdue	Meetings going out this week.	
Pipeline Excellence	Pipeline Cre	5. AI Pipeline	5. Establish weekly cadence to track progress on follow ups	AB	In Progress	31/07/2024	Overdue	Meetings going out this week.	
Pipeline Excellence	Reduce Aver	Pipeline Clense	1. As above - lines 67-68	AB / LAs		31/07/2024	Overdue	Meetings going out this week.	
Account Management Strategy	Increased qu	2. Geographical Coverage	2. Implement org changes to compliment.	AB		15/08/2024	Due > 7 Days		
Account Management Strategy	Increased qu	3. Complete hiring for vacancies in Str	3. Shortlist candidates	AB		15/08/2024	Due > 7 Days		
Developing People	Cross Sellin	1. Develop cross selling expertise and	1. Develop LS training plans - all managers to assess e-learnings required from comp	AB + LAs		15/08/2024	Due > 7 Days		
Developing People	Retention	1. Quarterly to Monthly Sales Broadcast	2. Evaluate SIP weightings across service team	AB / LM		15/08/2024	Due > 7 Days		
Developing People	Retention	3. Conduct career pathways / success	3. Highlight open positions to all teams and document management succession plans	AB		15/08/2024	Due > 7 Days		
Developing People	Retention	4. Recruitment	4. Implement Bi-Weekly Hire Review	AB		15/08/2024	Due > 7 Days		
Orders 2024 Target	\$530M Order	4. Orders Reporting Optimization	4. Agree common format for order tracking to facilitate live/regular updates to sme mana	AB / SR		15/08/2024	Due > 7 Days		

3. Sum-up any agreed actions for Execution Log

**Respect that what is:
easy and banal in PowerPoint
is
difficult and complex in real life**

**In your career what challenges have you seen as
for making plans that can be executed?**

2. *Outside your Comfort Zone*



2. Outside Comfort Zone - Joint Targets



Targets

- You're still responsible for your own individual targets
- Now you're in a team that's responsible for the accumulated target

Gives

- Do not want to underperform
- Interest in the others' success
- Interest in the others' initiatives and activities

Results

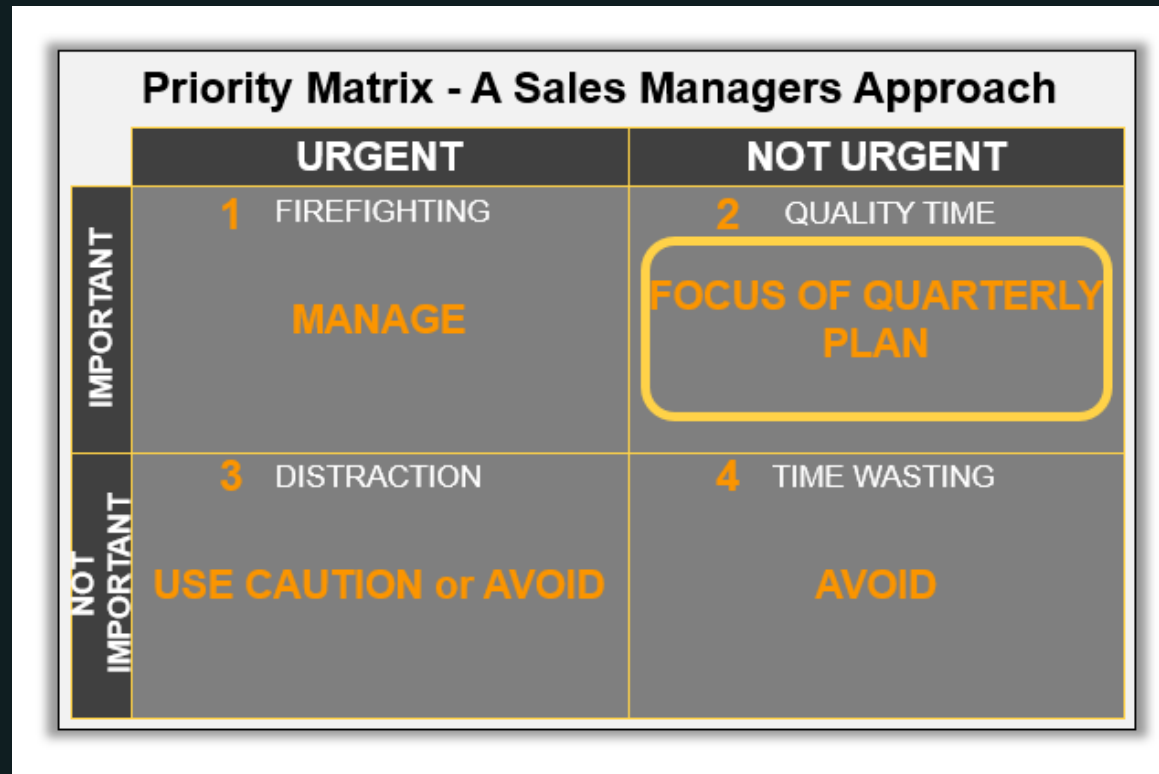
- The team overperforms

*Your Win Plan should push you
outside your comfort zone –*

Execution Excellence keeps you there

Which good methods have you seen that pushes people outside their Comfort Zone (not in the Panic Zone)

3. Set your priorities



- *“What used to be panic is now just pressure”*
- *“Predictability in my work – more on top of my business”*
- *“We share ideas with a specific purpose”*
- *“It’s a new management model that gives me a more precise picture of the individual leader”*

Customer Quote

“It’s a great management framework for my leaders, taking us from talk to action. While it came as an initial shock when we started, EVERYONE bought into it and the value it brought”

*Global Listed Company
Northern Europe Regional Director*

Results



CLIENTS:

1.  A leading Construction Company in Denmark
-  The largest Energy Company in Denmark
-  One of the largest Shipping Companies globally
-  A large Energy Company in Denmark
-  A Global high tech Manufacture Company



RESULTS:

- ▶ Lift of hit rate by **> 50%** and turnover increase **34%**
- ▶ Lift in sales of **+20%**
- ▶ Delivered ambitious turnover and earnings (*confidential numbers*)
- ▶ **500%** rise in new business in 6 months
- ▶ Annual sales revenue increase of **21%**

**How would your team perform
if they executed this way?**

**call us for a meeting to discuss further
by scanning QR Code on your tables**

*"Ideas are easy.
Execution is everything."*

THANK YOU