

About 360PM

WE ARE CHANGE ARCHITECTS WHO PARTNER WITH LEADERS AND THEIR TRUSTED ADVISORS TO MASTER REINVENTION BY DESIGNING “SMARTER” STRATEGY, BETTER STRUCTURED FOR SUSTAINABLE GROWTH AND PROFITABILITY. Our program provides an end-to-end practice that integrates alignment:

- Your strategic vision with your market
- Your market with your most profitable business
- Your business architecture with your IT architecture
- Your organization with your architecture
- Your employees needs with your organization’s goals
- Your trusted advisors and vendors objectives with your organization’s process

Our speciality is in helping middle market people-driven companies and partners in professional service firms design, integrate and operationalize how to manage complex deployments better to increase agility, speed productivity, improve profitability and innovate customer service. Does your strategy include any of the following?

- Enterprise Automation
- New Service or Product Offerings
- Organizational Restructuring
- Strategic Alliances
- Merger, Acquisition or Divestiture

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DEMONSTRATION ONLY



360 Profit Masters (360PM)

Stakeholder(s):

Susan Hasty :

Susan brings a diverse amount of business experience, a deep understanding of business strategy, psychology and organizational effectiveness to her role as CEO Coach and Master Facilitator of the LEADERS FIRST Alignment Process. Her unquenchable passion is helping CEOs master their leadership conversations, take charge of their own energy and orchestrate the energy of others . They improve their companies – and their lives – by creating a more collaborative, adaptable and sustainable culture and future. She is certified as a Neuro-Linguistic Programming (NLP) Coach, a Human Capital Strategic Business Partner from HCI, the Human Capital Institute. Susan is a member of of the International Coaching Federation, The Association of Neuro Linguistic Programing and a certified member of the Marshall Goldsmith Coaching Network. Susan delivers. It's guaranteed.

Gene Morton :

Gene Morton is a Colorado-based leadership and organization development consultant, as well as a two time award winning author of the award winning book, Leaders First: Six Bold Steps to Sustain Breakthroughs in Construction. Over the past 35 years, he's consulted on more than 100 projects in 85 organizations with leader groups engaged in complex mergers, reorganizations, leadership turnarounds, and system redesigns. As a student of organization behavior, these engagements led him to a deep appreciation of how leadership structure blocks as well as inspires leaders, groups, and individual contributors at all levels. He developed the Leaders First Alignment Process to provide leadership teams the model they need to gain clarity regarding their unique leadership roles as the organization evolves. Leaders are able to focus their collective energies toward improved execution and account for their individual contributions. They are empowered to lead together and prepared to have an immediate impact on the success of the company. Mastering the intricacies of organized and collaborative leadership and the power of meaning are his passions.

Leaders :

The right leadership, business or technology architecture to facilitate new ways of working is essential to competing in the digital age.

Companies :

The company's value chain is only as strong as its weakest link. Crucial to establishing the right context for innovation, collaboration, and agility is ensuring the organizational structure provides voice to the people closest to the work to participate in how change occurs.

Employers :

The global talent crunch means employers will be faced with a tsunami of rising costs if they don't make their workplace an open organization where employee have both autonomy, decision-making power and a voice in how they contribute. Aligning work processes, information flow, policies, decision rights to ensure role integration with strategic priorities drives performance improvement and dependability.

Employees

Vision

Role integration with strategic priorities drives performance improvement and dependability.

Mission

To align work processes, information flow, policies, and decision rights.

Values

Competition: SMARTER. BETTER. FASTER -- Increased market disruption and competition, volatile economic trends and technology have created a climate in which no business can afford to stand still. Surviving and thriving in today's environment demands businesses reinvent how they market, deliver and innovate services with automation and A.I. driven capabilities. The cost savings and speed of delivery IT provides the potential for substantial competitive advantage, provided there is a shared commitment to improving clarity, focus, and accountability.

Clarity: * Do we have clarity regarding critical business outcomes that will lead us to our strategic vision? * Do my conversations elicit the right response? * Is the resultant behaviour emotionally engaged and enthusiastic? * Will it achieve the critical, agree-upon outcomes?

Focus: * Have I enhanced my ability to master my leadership conversations? * Do my team members communicate effectively with each other, regarding their performance and commitments? * Are they communicating more effectively with me?

Accountability: * Does everyone trust the hierarchy to provide and stand by clear rewards and consequences? * Do leadership conversations create real time "in the moment" course corrections?

Commitment: Do leaders trust each other to follow through on their commitments?

Sustainable Growth

Agility

Productivity

Profitability

Innovate

Customer Service

CEO Coaching

360 Profit Masters is the coach behind successful CEOs that are ready to take their company to greater performance heights. They are willing to go first to set the standard others will model. Our approach begins at the top where small shifts can create major results. We bring CEOs an enhanced awareness of themselves, their teams and their organizations, strengthening their inherent leadership skills. Because only the fully-aware CEO can masterfully lead in our ever changing world. Incorporating the most proven effective coaching model in the world, the Marshall Goldsmith Stakeholder Centered Coaching process (trademark sign). Results are guaranteed. Learn more The Leaders First Alignment Process The Leaders First model is the result of more than 40 years of inthefield refinement of the traditional restructuring model by Gene Morton, created and tested to make a critical shift in the the way leaders collaborate and lead together. It is the foundation for a sustainable process of continuous improvement and adaptation that brings improved clarity and focus to the organizational leadership structure, resulting in increased accountability and commitment. As the leadership team becomes more skilled in the Leader's First tools and disciplines, they are prepared to empower their employees to greater levels of accountability and commitment and adapt to fit the changing needs of the marketplace.

Stakeholder(s)

CEOs

1. Strategy

Design blueprints to be understood, flexible and fully functional.

SMARTER STRATEGY — Technology can ignite innovation and speed only if the blueprint is designed to be understood, flexible and fully functional. Before we focus on increasing our clients' velocity, we ensure your trajectory is on the right path by clarifying the targets where optimal profitability lies and what you're core strength in the marketplace is. We combine customer-centric strategy with best-in-class solutions for business and technology architectural design to align the whole system for full transparency, agility, and performance sustainability.

2. Structure

Frame change as a continual practice of iterative learning, integration, and alignment.

BETTER STRUCTURED — Getting fit for the future demands new capabilities Our program frames changes as a continual practice of iterative learning, integration, and alignment. In reality, can we really “manage” change? Storms occur whether we're prepared or not. Today's environment demands leaders radically redefine their roles to orchestrate how decisions are made and work gets done. We help your leaders co-create their roles in designing how your organization engineers change and prepares for it. Then, we guide how your organization integrates with the ecosystem to evaluate, decide and prepare for change all along the way — Real time feedback and readiness training reduces resistance, unmet expectations, and risk.

2.1. Roles

Help leaders co-create their roles in designing how organizations engineer change and prepare for it.

Stakeholder(s):

Leaders

2.2. Integration

Guide organizations to integrate with their ecosystems through evaluation, decision making, and preparation for change.

2.2.1. Feedback

Facilitate real time feedback.

2.2.2. Training

Provide readiness training to reduce resistance, unmet expectations, and risk.

3. Reinvention

Reinvent how customer value is created and delivered with technology.

FASTER REINVENTION — The reinvention of how customer value is created and delivered with technology requires breaking the mold of many conventional “best practices.” Our role is quite different from traditional specialty consulting or coaching models.

3.1. Due Diligence

Provide a due diligence framework.

We provide the due diligence framework for ensuring our clients are ready for the journey, prepared to stay on course and have the tools to make the best decisions for themselves. Acting as an intermediary and integrator, we’ve compiled multiple proven methodologies from multiple disciplines and created a network of world class partners.

3.2. Sense Making

Make sense of how changes affect entire systems.

With the capacity to make sense of how changes affect the entire system, leaders are better able to co-create the best platform to orchestrate the right actions, decisions, and behaviors and pivot when necessary. Whether you’re just beginning or in the midst of complex changes, we can assist you and your team in simplifying how you make your reinvention and transformation journey smarter, better and faster.

Administrative Information

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