

## Intentional Business Evolution

Learning is destabilizing and change is disruptive. This is why development has the power to disrupt status quo and evolve systems. What is currently known and practiced within your organization is producing the current business outcomes. Transforming performance and evolving the organization requires developing new knowledge and new habits for the individuals within it.

This document describes the Intentional Business Evolution Process used by P&PG during client engagements, and how specific performance outcomes are achieved by activating the Service-Profit Chain through this process.

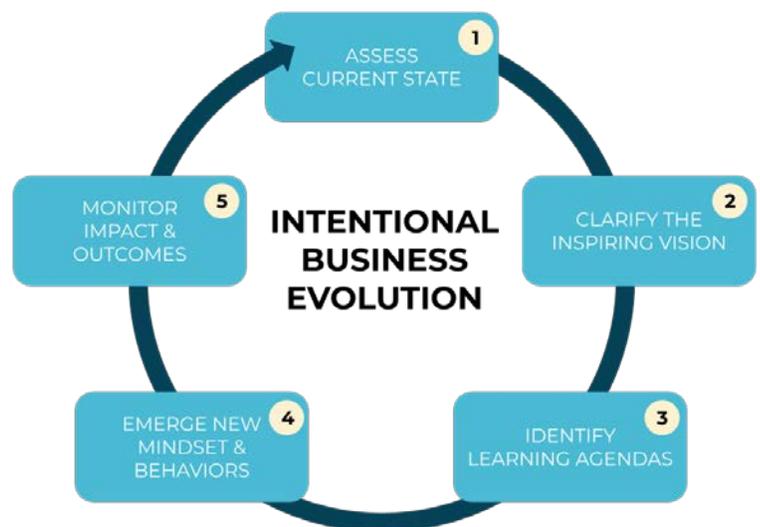
## Business Evolution

*Business evolution begins with the courage of individuals.*

The P&PG team will guide Your through an Intentional Business Evolution process.

At a high level, this process follows five distinct stages:

1. Assess Current State
2. Clarify the Inspiring Vision
3. Identify Learning Agendas
4. Emerge New Mindsets, Habits & Behaviors
5. Monitor Impact & Outcomes



The following sections describe each step in the process and how they work together to evolve the organization and elevate its performance through the courage of individuals to engage in intentional change.

## Assess Current State

We begin with assessing the current state of the enterprise to get a clear picture of where it is today relative to performance, potential, culture, mindset, customer and employee experience (1).

Assessing the current state is accomplished through a combination of quantitative measurement using team member and/or customer surveys, qualitative 1-on-1 listening sessions with key stakeholders, review of current market conditions and a financial performance review.

## Clarify the Inspiring Vision

From there, we clarify the vision for an inspiring future state (2).

Working together, we define a clear vision for what the ideal future looks like. We get specific on desired financial performance, workplace culture, team member and customer feelings, shareholder perceptions and the impact of products and services on the marketplace.

## Identify Learning Agendas

When the two endpoints (current and future states) have been established, we analyze the gap between them to identify the necessary learning agendas (3) to close the presenting performance gaps.

In collaboration with senior executive leaders, we develop learning agendas that address the capacity challenges that constrain current performance. The learning project plan will be presented back to the senior leadership team for the purpose of committing to the plan.

P&PG exists to ignite the power of purpose in people and systems to achieve transformational performance. We hold each engagement in regard and base our solutions on the current conditions and experience of our client-partner enterprise.

There are particular areas we encounter as the most common constraints to performance. Below are examples of initiatives we deliver that help our client-partners move from their current to desired states:

- Discovering Purpose & Commitment
- Strategic Framework
- The Ignitor Mindset (Growth & Outward Approach)
- Meaningful Recognition
- Personal & Organizational Accountability
- Communications Framework
- Profit Model Mastery
- Measuring Performance
- Effective Coaching Practices
- Exemplary Leadership Practices
- High Performance Team Dynamics
- Aligning Organizational Structure
- Strengths Discovery
- Unlocking EQ
- G.U.E.S.T. Service
- Sales Leadership Development
- The Multiplier Sales Practice

## Emerge New Mindsets & Behaviors

The prescribed learning agendas often include initiatives designed to provide the atmosphere and context for next-level mindsets and behaviors to emerge (4). We utilize applied learning and a “win while we learn” approach. We use the existing performance gaps as our learning lab and apply our educational curriculum to your active business to increase performance as we practice new behaviors.

Our learning methodology utilizes live workshops, virtual work sessions and 1:1 coaching support from members of our team as we activate projects that improve organizational performance.

We are committed to engaging participants in a meaningful way that offers appropriate support as they experience the challenges and headwinds of leadership. Our methods are impactful because they are process, rather than event-based. This makes our learning “sticky” and embraces the scientific cornerstones of adult

learning. This learning method is referred to as the FIRM model, and is outlined in detail in the appendix.

## Monitor Impact & Outcomes

Due to the nature of applied learning, there are constant initiatives in motion. The final stage of our project cycle is monitoring the impact and outcomes from change initiatives (5). During this phase, we measure the effectiveness of active performance improvement initiatives in the desired areas of focus. We consider re-assessing the business as we celebrate progress and identify potential next-level engagements.

## Summary

Transforming performance and evolving your organization will require developing new knowledge and new habits for the individuals within it. P&PG's science-based, "win while we learn" Business Evolution Process supports the courageous act of embracing the disruptive innovation that is needed on the journey from where you are to where you want to be.

Are you in?