

# BUILDING EXECUTIVE ALIGNMENT

## Endurance America

### OVERVIEW

The Executive Alignment Workshop is designed to help the CEO and his or her team to maximize company performance and strive to reach their full potential. This alignment process leads to Healthy Sustainable Growth -- the "holy grail" which every CEO views as their greatest challenge.

Leaders today must skillfully align their management team around a crystal clear vision. They must build their case for change and they must identify the critical business issues that interfere with the full realization of that vision. The CEO must create a culture of committed, empowered, and motivated executives. Executive talent is, and should be, the center of any business. It's the one true vital and sustainable advantage that you have. Everything else can be replicated by your competition. Consequently, most organizations pour their time and energy into a strategic plan and completely ignore a comprehensive executive alignment plan. We start with alignment. Then, and only then, are you ready for strategy. The research shows that companies who invest in the development of their executive team outperform their competitors 4 to 1. This powerful workshop will get you there.

### WHAT YOU'LL EXPERIENCE

- Simulated exercises where the team will be operating at its optimal best
- The attributes of the ideal team profile
- Cooperation and collaboration on the critical issues
- Clarity about the business opportunities
- Motivation and commitment to removing interference
- A renewed focus and a precise take back strategy
- Building your case for change

### WHAT YOU'LL LEARN

- How to design a powerful organizational value proposition
- How to build a high performance corporate culture
- A new executive language to improve communication
- How to drive healthy change throughout the organization
- The current best practices and core competencies of leaders
- The interpersonal styles of you and the team
- The ABC's of an emotional response
- Trust busters and trust builders
- How to have courageous conversations
- How to take it back!

### Register your team now!

Three-day workshop  
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Prices range from \$ 20,000 to \$ 50,000  
Depending on group size and custom agendas

### WHAT EXECUTIVES HAVE SAID ABOUT THE GAINING ALIGNMENT WORKSHOP:

"The Breakaway Performance Architecture restored our management team, refreshed our people, and returned us to profitability. I would recommend this process to anyone who runs a business."

"This powerful team building experience drives immediate action and gets results. We are a better company having made this investment. And, we will continue what we started."

"We face many challenges in our industry. The Breakaway Model helped us align our team around a new exciting vision. We were able to build our case for change and we are now positioned for healthy sustainable growth."

"This is more than an event but rather a lasting cultural shift. You can't cut it anymore with just products and services. You must have the best people and they must believe in where you are going. This program will get you there."

### PARTIAL THREE DAY COURSE OUTLINE:

- Ideal Outcomes and Let go's
- Diminishing Resources
- Interpersonal Styles
- Removing Interference
- Play to Win vs. Play Not to Lose
- Critical Leadership Competencies
- Sustainable Growth Model
- Lessons and Learning
- Tyranny of the Urgent
- Case for Change
- Vision Quest
- Critical Business Issues Workshop
- The Town Hall Meeting
- Building the Opportunity Map
- Taking it Back

**Information & Registration**  
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