Overview

Understanding prime

Prime

A place of optimized performance and organizational health

When you experience prime

Prime: (noun) A state or time of greatest strength, vigor or success

Your organization is more:

- Viable.

- Stable.

- Sustainable.

- Profitable.

- Valuable.

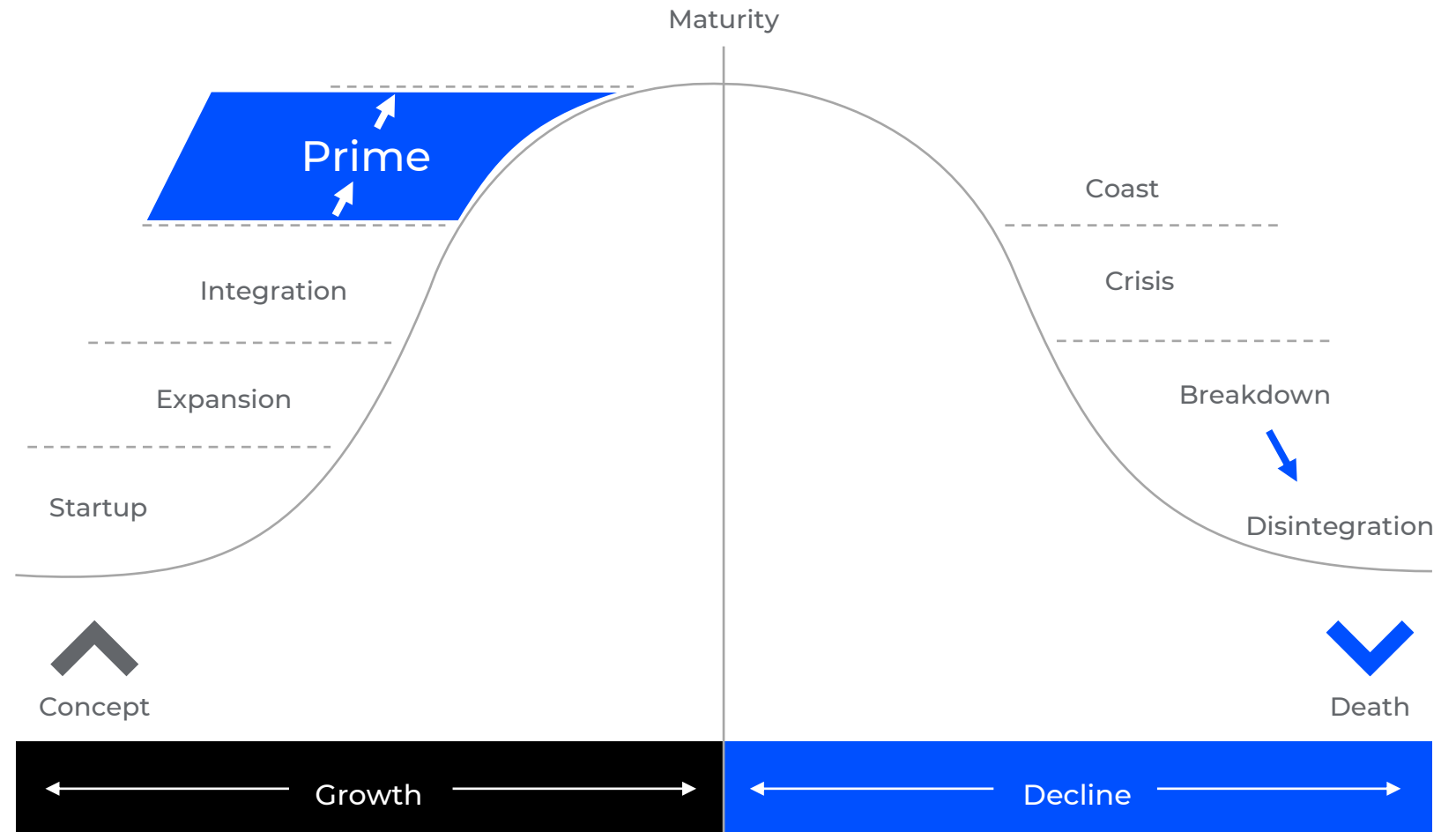- Transferable.

Components of prime

Prime is a state of optimization, performance and health where all elements are working together to generate organizational velocity and momentum.
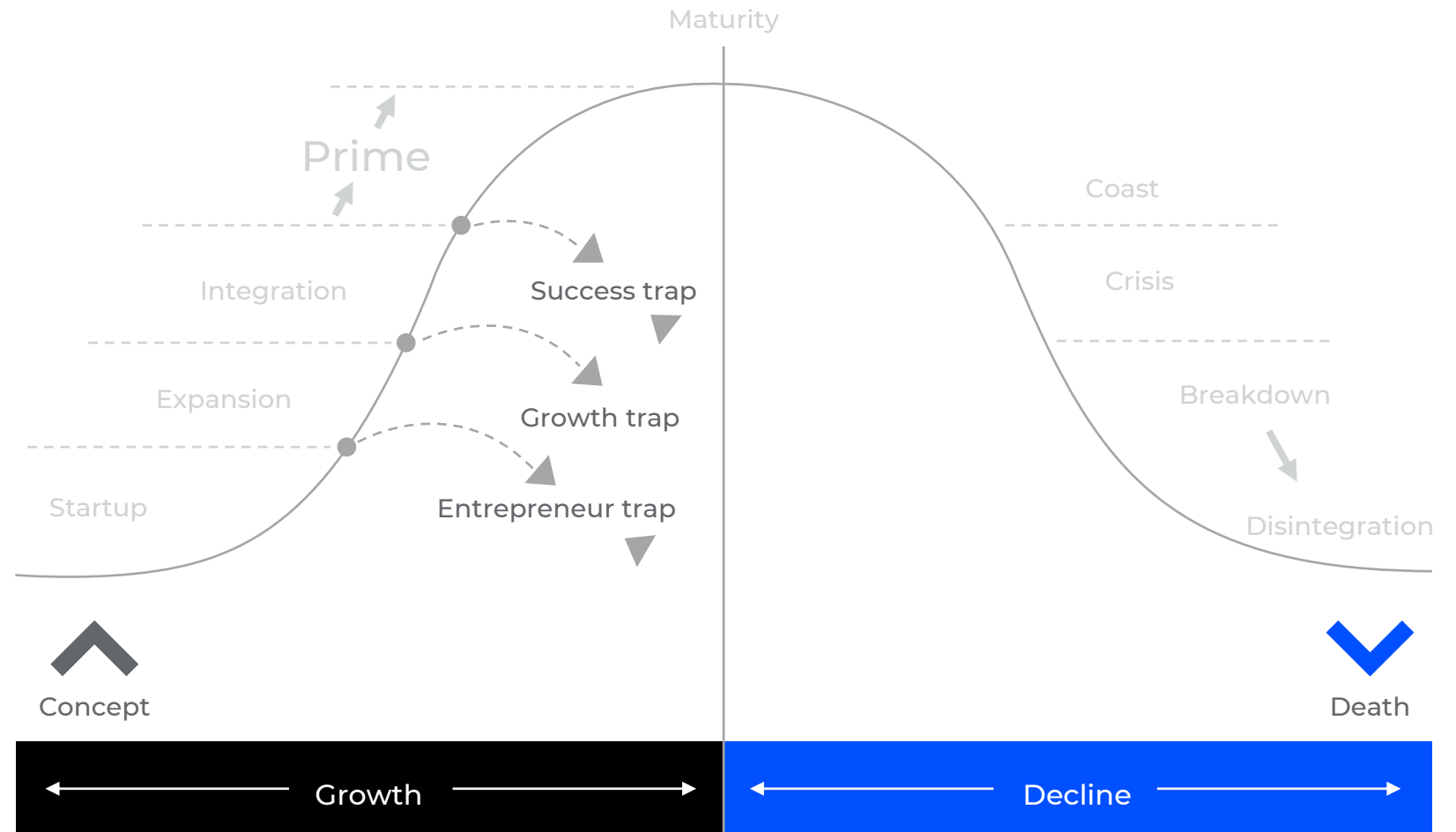

Prime

07 Technology optimization

01 Compelling vision

02 Transformative leadership

03 Engaged people

04 Operational excellence

05 Thriving brand

06 Financial confidence

Life cycle of an organization

Understanding prime within a life cycle

Maturity

Prime

Coast

Integration

Crisis

Expansion

Breakdown

Startup

Disintegration

Concept

Death

Growth

Decline

References: Adizs, I. (1988). Corporate life cycles: How and why corporations grow and die and what to do about it. New Jersey: Prentice Hall. Flamholtz, E.G. & Randle, Y. (2007). Growing pains: Transitioning from an entrepreneurship to a professionally managed firm. San Francisco: Jossey-Bass. Hoover, R. The organizational change grid. (1970). Cincinnati: Management Design Institute.

Life cycle of an organization

Traps that prevent prime

Maturity

Prime

Coast

Integration

Crisis

Success trap

Expansion

Breakdown

Growth trap

Startup

Disintegration

Entrepreneur trap

Concept

Death

← Growth →

← Decline →

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Life cycle of an organization

Strategies needed to get back to prime

Maturity

Prime

Integration

Expansion

Startup

Concept

Coast

Crisis

Revitalization

Breakdown

Transformation

Disintegration

Death

Growth

Decline

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Organizations who reach and maintain prime often realize:

- Improved revenues.
- Healthier profits.
- Faster speed-to-market execution.
- Better client experiences.
- Enhanced service innovation.
- Increased efficiencies and processes.
- Energized culture.
- Engaged talent.
- Stronger team orientation.
- A deeper sense of meaning and purpose.

In order to reach and maintain prime, a path must be clearly followed. We call this journey "the prime growth system."

02
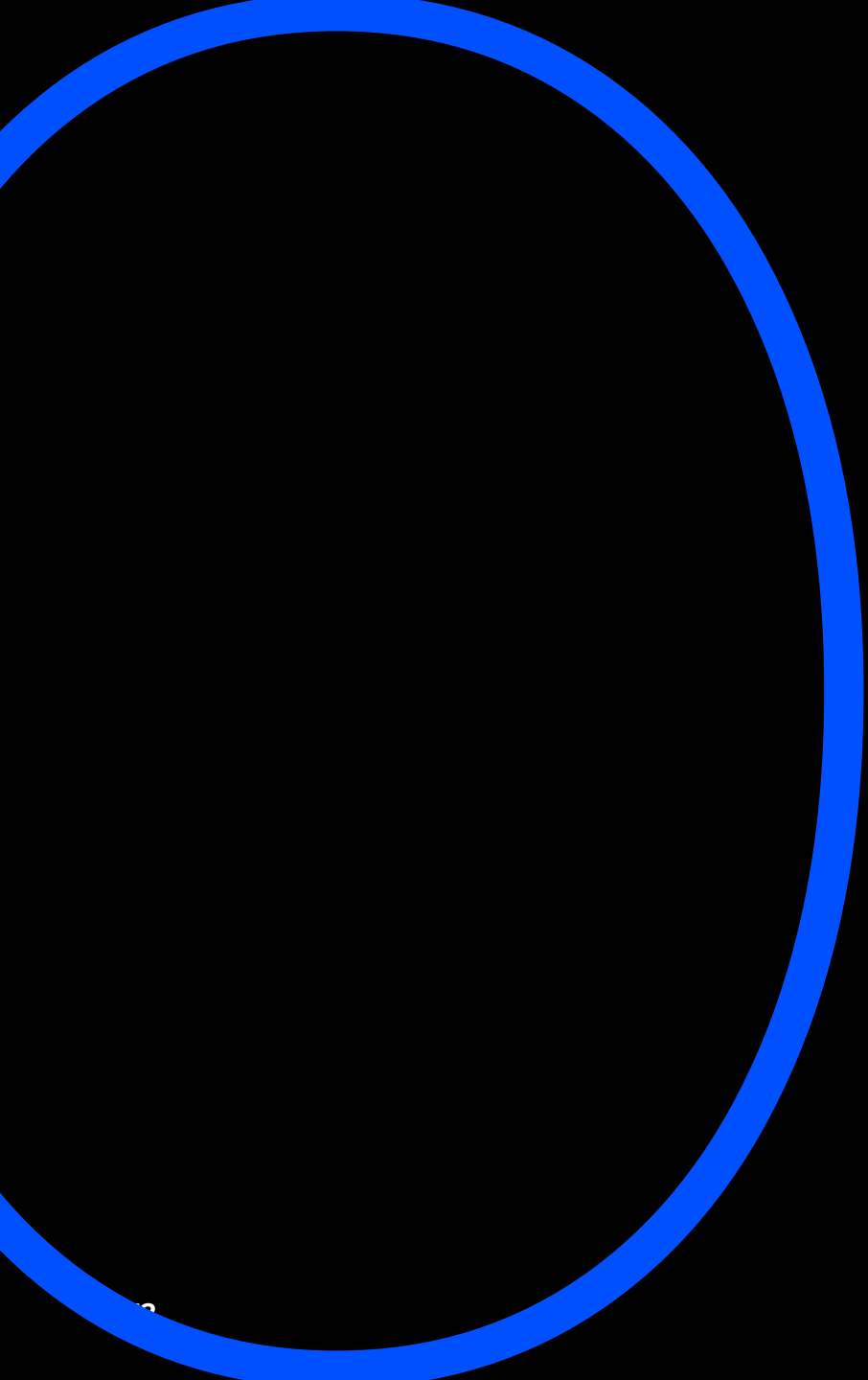
The prime growth system

01

Compelling vision

Does the organization have a focused vision and plan?

Prime state:

Organizations in prime have a powerful vision that interlinks purpose, cause and passion with an actionable plan. This component focuses on developing a compelling vision to the next level, creating both accountability and passion toward attaining the vision.

Session elements:

- Setting a transformational strategy
- Outlining your situational assessment
- Establishing a vision, outlook and plan
- Understanding and solving issues
- Setting goals and actions
- Sharing and cascading the vision/plan

02

Transformative leadership

Does the organization have a high-impact leadership team that will inspire and motivate?

Prime state:

Prime leaders drive change and lead transformation. Transformational leaders inspire others to participate in the vision, while also developing future leaders at every level of the organization.

Session elements:

- Activating transformative leadership
- Developing an accountability map
- Leading change
- Creating high-impact teams
- Mastering emotional intelligence
- Establishing a leadership covenant
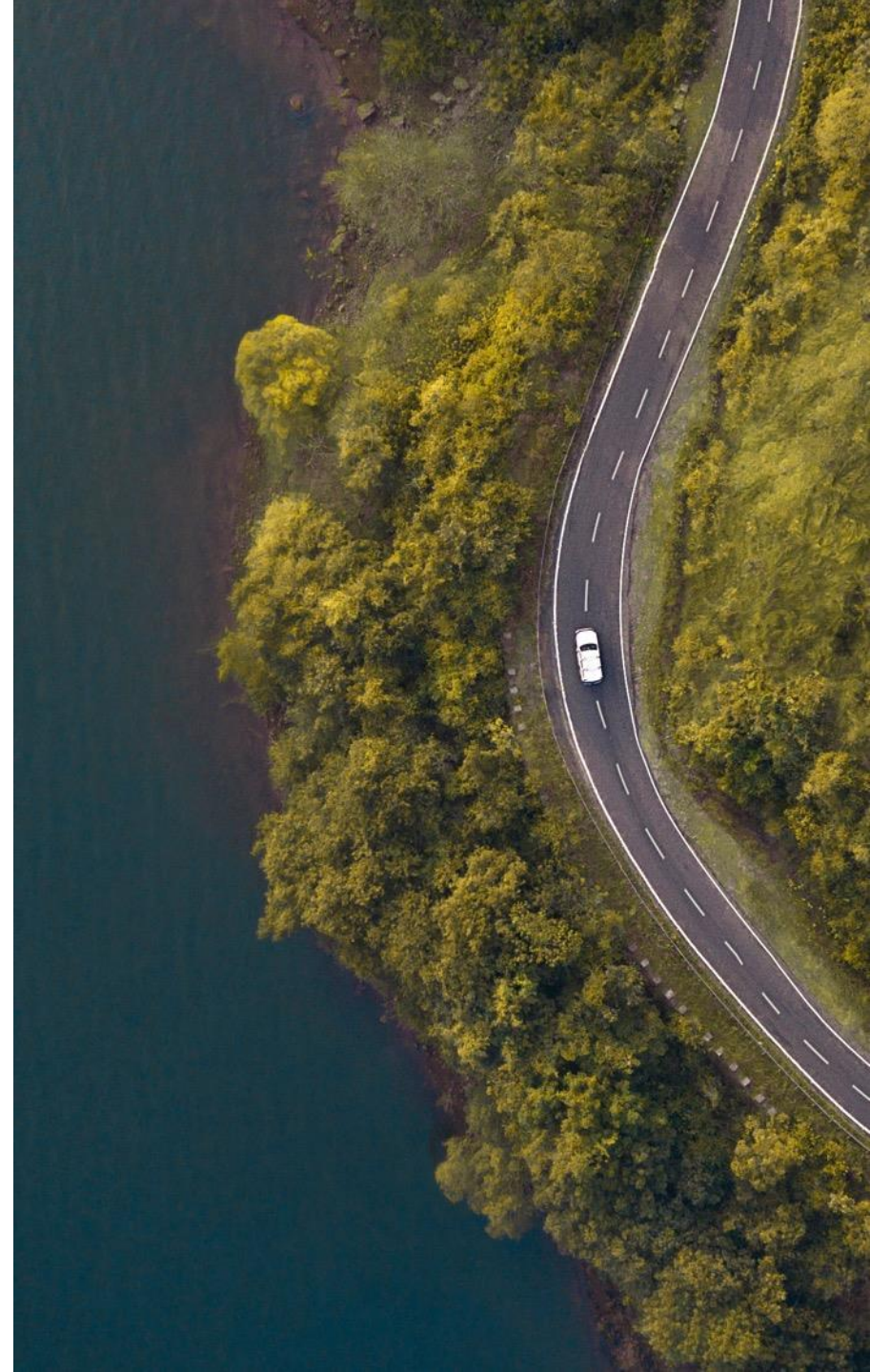
03

Engaged people

Does the organization have an energized, engaged culture?

Prime state:

Engaging employees with a compelling vision inspires and invests them in your success. If you are in prime, you likely have a highly energized and engaged team helping you achieve your vision.

Session elements:

- Defining and activating a constructive culture
- Attracting talent needed for achieving and maintaining prime
- Talent assessment, career pathing and succession
- Engaging talent in success
- Running high-impact meetings
- Holding tough conversations

04

Operational excellence

Has the organization achieved sustainable and scalable growth?

Prime state:

Organizations in prime are those that have operations, technology and people aligned to efficiently and effectively deliver an optimal client experience.

Session elements:

- Defining core processes
- Value-stream mapping your revenues
- Developing unique customer journeys
- Establishing operational excellence through continuous process improvement

05

Thriving brand

Does the organization have brand messaging that resonates and sells?

Prime state:

Organizations that focus on building a thriving brand understand who they are and how to tell their story. In prime, their brand promise comes to life with every client interaction.

Session elements:

- Building your brand architecture
- Establishing competitive context
- Selecting your target market
- Activating your core focus
- Creating your value proposition
- Determining your brand differentiators
- Mapping stakeholder engagement

06
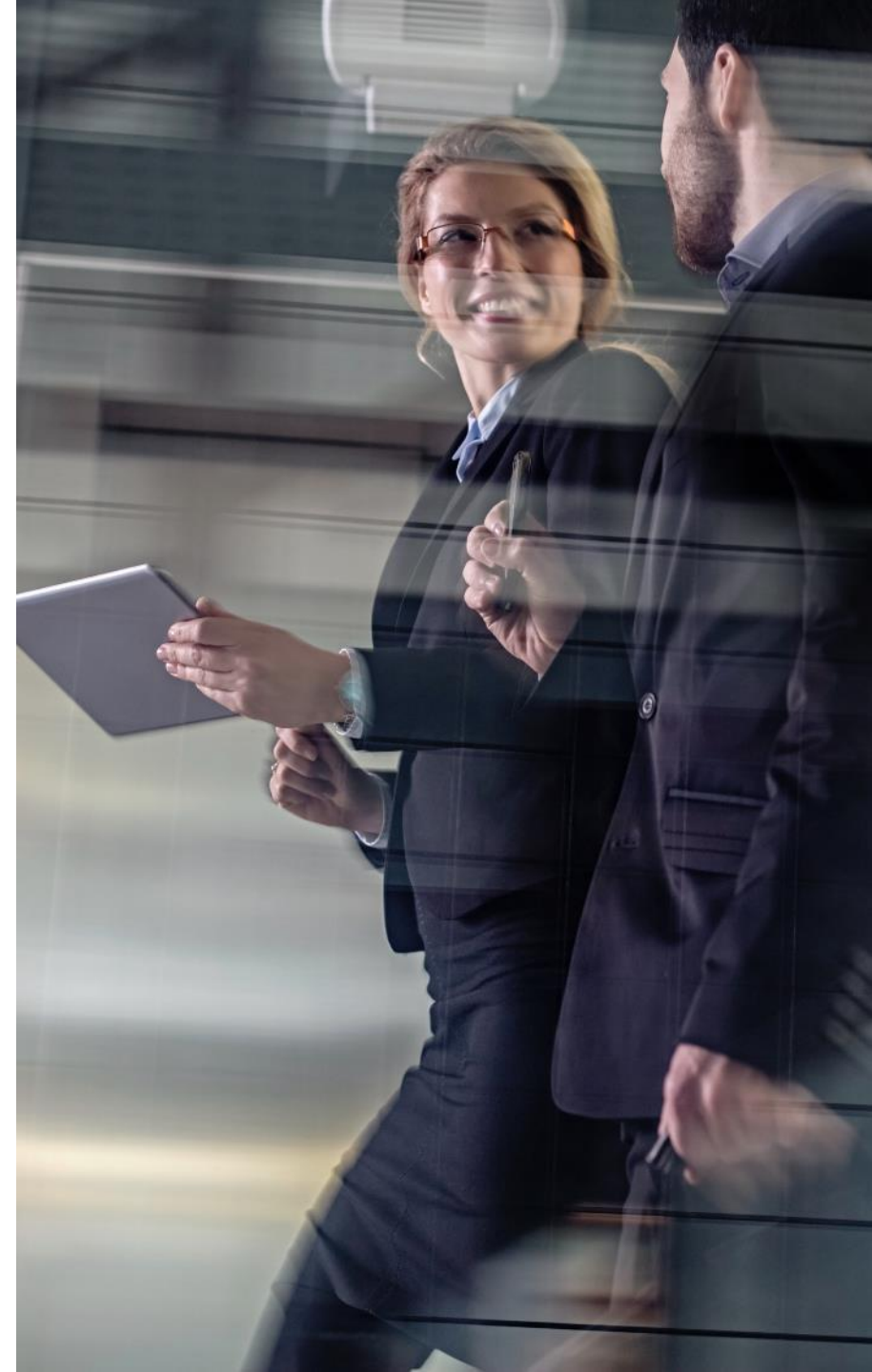
Financial confidence

Does the organization have the financial flexibility to be resilient in hard times and grow?

Prime state:

A prime organization evaluates all financial and compliance metrics to determine current and future state gaps and opportunities ensuring the financial foundation is always strong.

Session elements:

- Stress-testing your finances
- Building an actionable scorecard
- Clarifying financial drivers and cash flow
- Setting a budget and proforma

07

Technology optimization

Are the organization's people, processes and technology aligned?
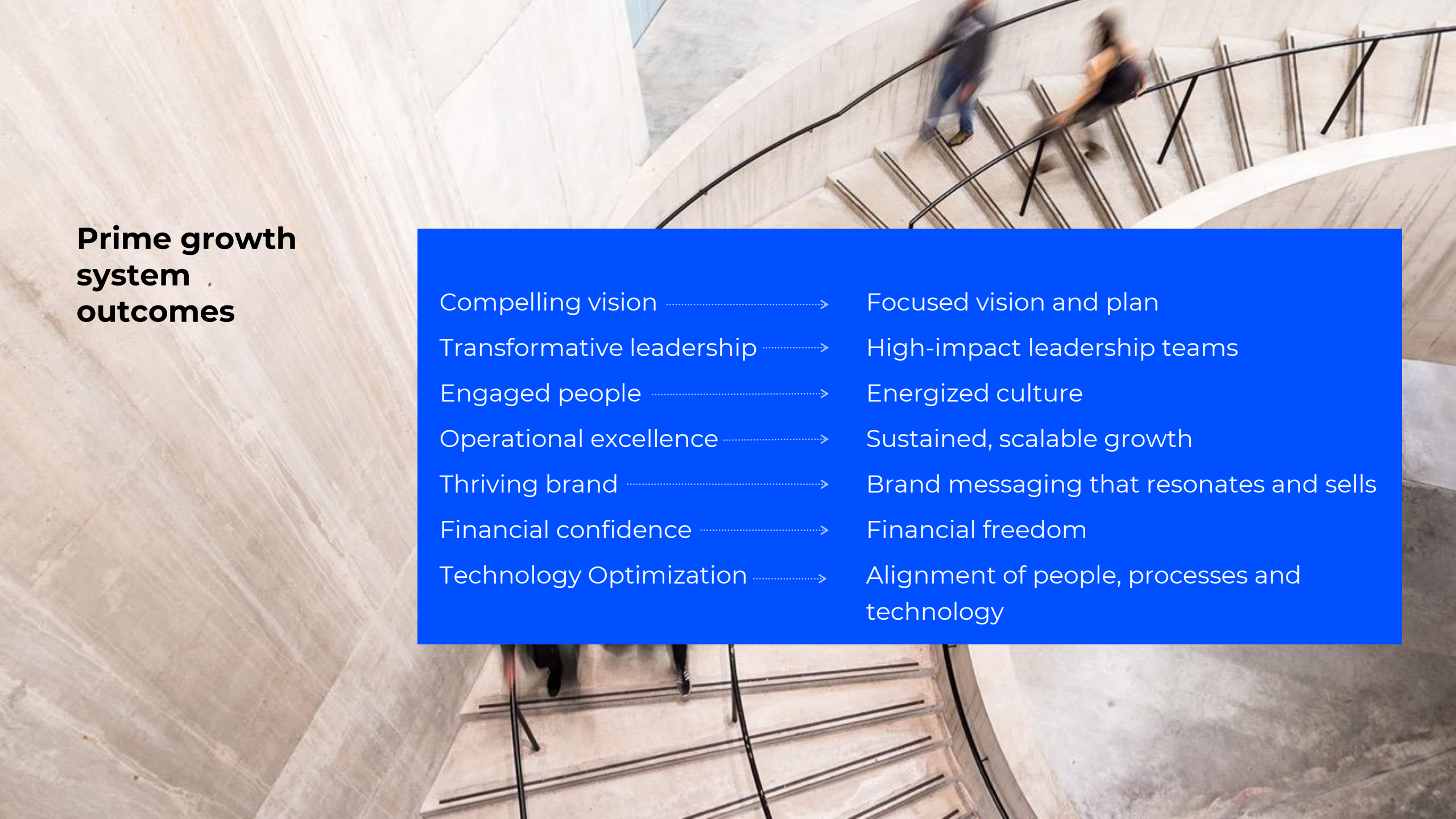
Prime state:

Organizations in prime are those that have optimized their technology by untangling legacy systems, focused on building strategy first and buying tech second, and have used tech to be more responsive to customers.

Session elements:

- Building a technology and digital roadmap
- Knowing cybersecurity essentials
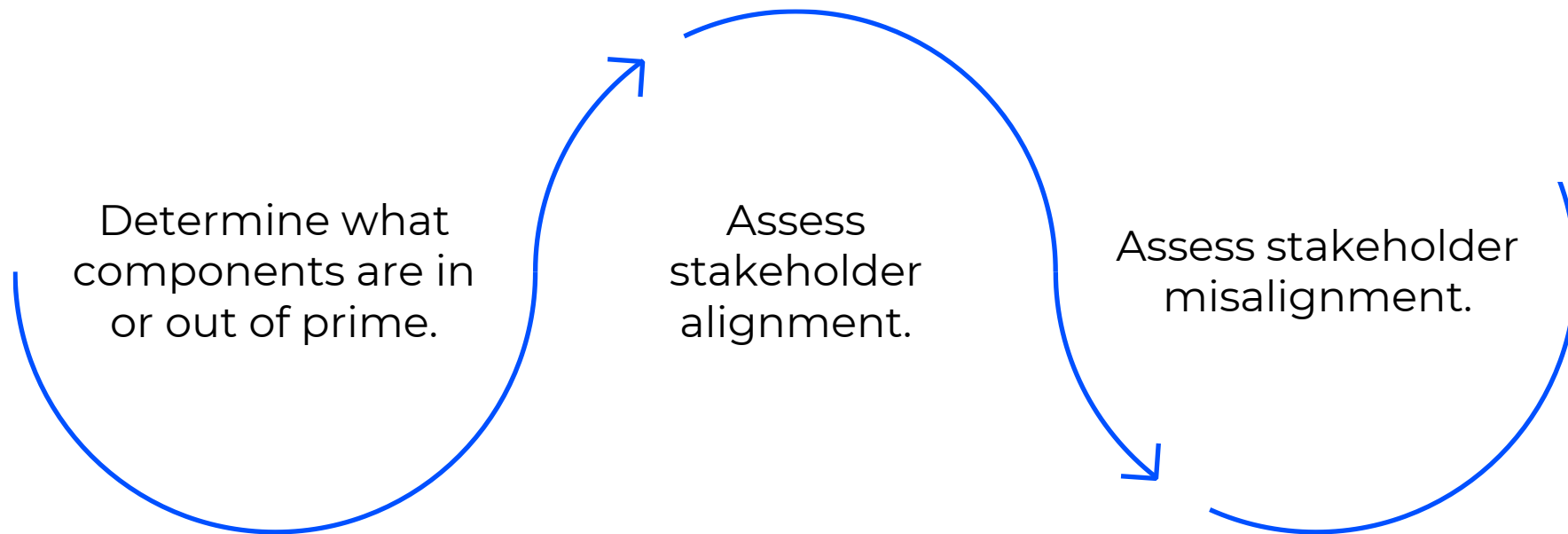- Mastering the usage of business intelligence and data analytics

Prime growth system outcomes

Compelling vision ·····················➤ Focused vision and plan

Transformative leadership ·········➤ High-impact leadership teams

Engaged people ························➤ Energized culture

Operational excellence ··············➤ Sustained, scalable growth

Thriving brand ·························➤ Brand messaging that resonates and sells

Financial confidence ··················➤ Financial freedom

Technology Optimization ···········➤ Alignment of people, processes and technology

03

The prime engagement process

The prime rapid assessment

Determine what components are in or out of prime.

Assess stakeholder alignment.

Assess stakeholder misalignment.

The prime findings call

Evaluate your scores.

Align on areas of needed focus in the prime journey.

Review next steps.
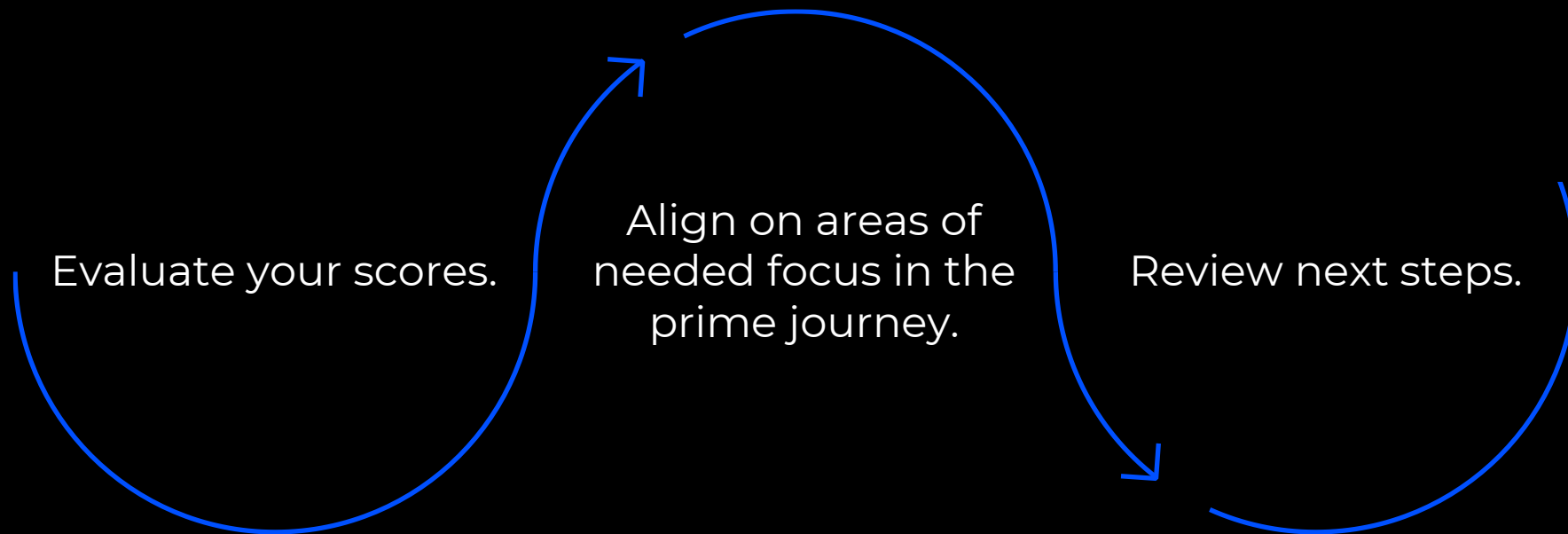
The prime findings call (an example)

Positive, misaligned

Positive, aligned

Financial confidence

Compelling vision

Thriving brand

Transformative leadership

Operational excellence

Technology optimization

Engaged people
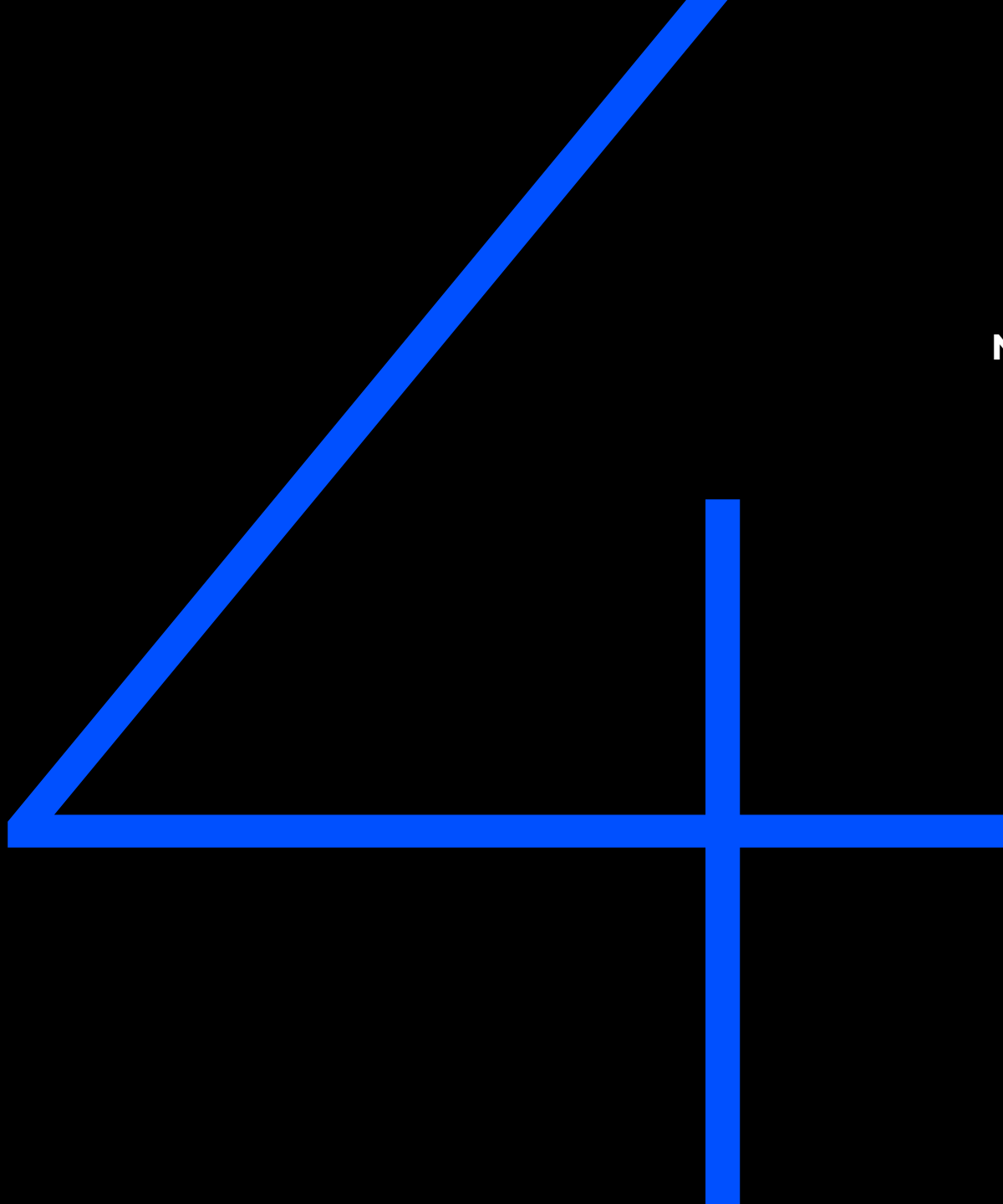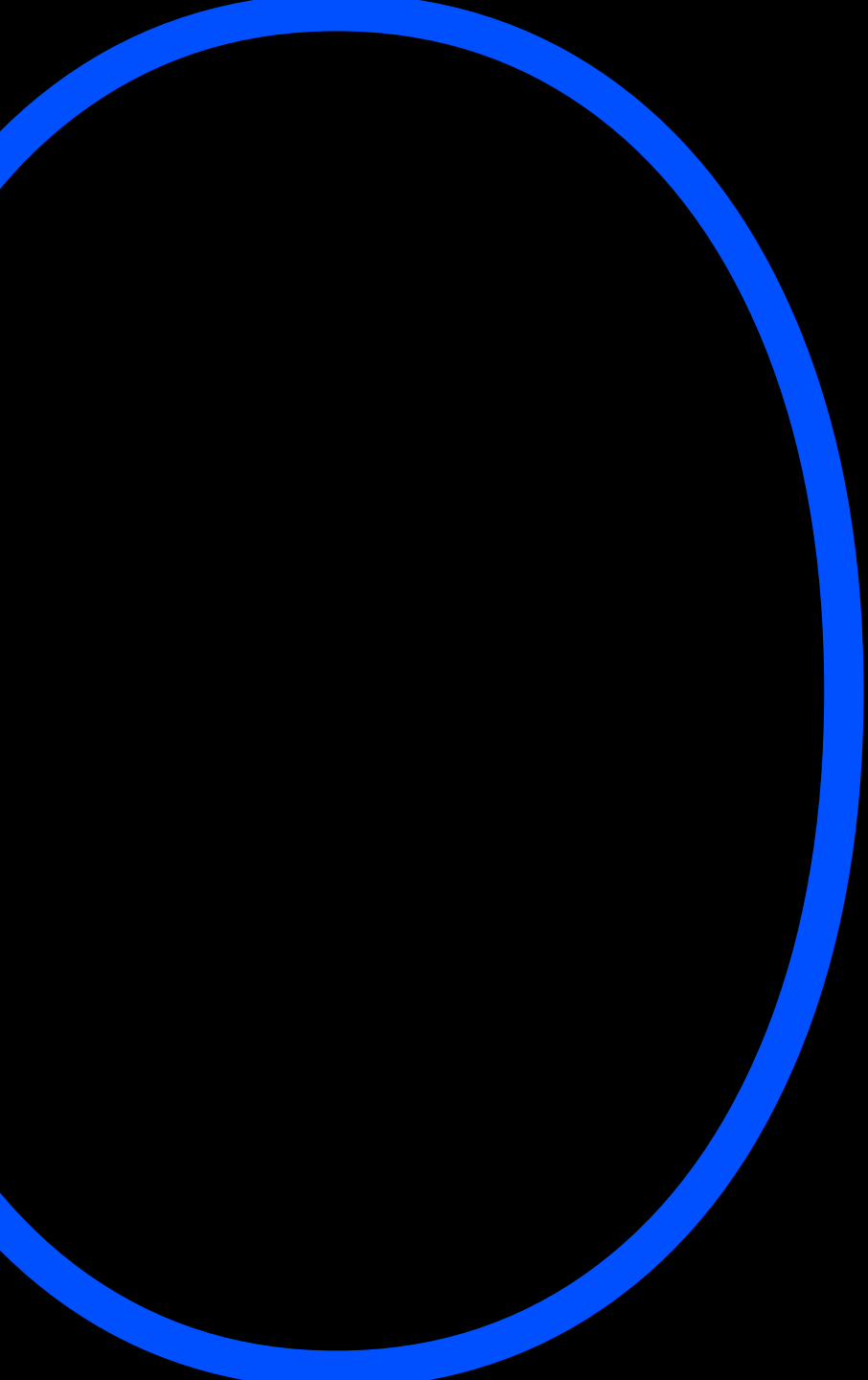
Negative, misaligned

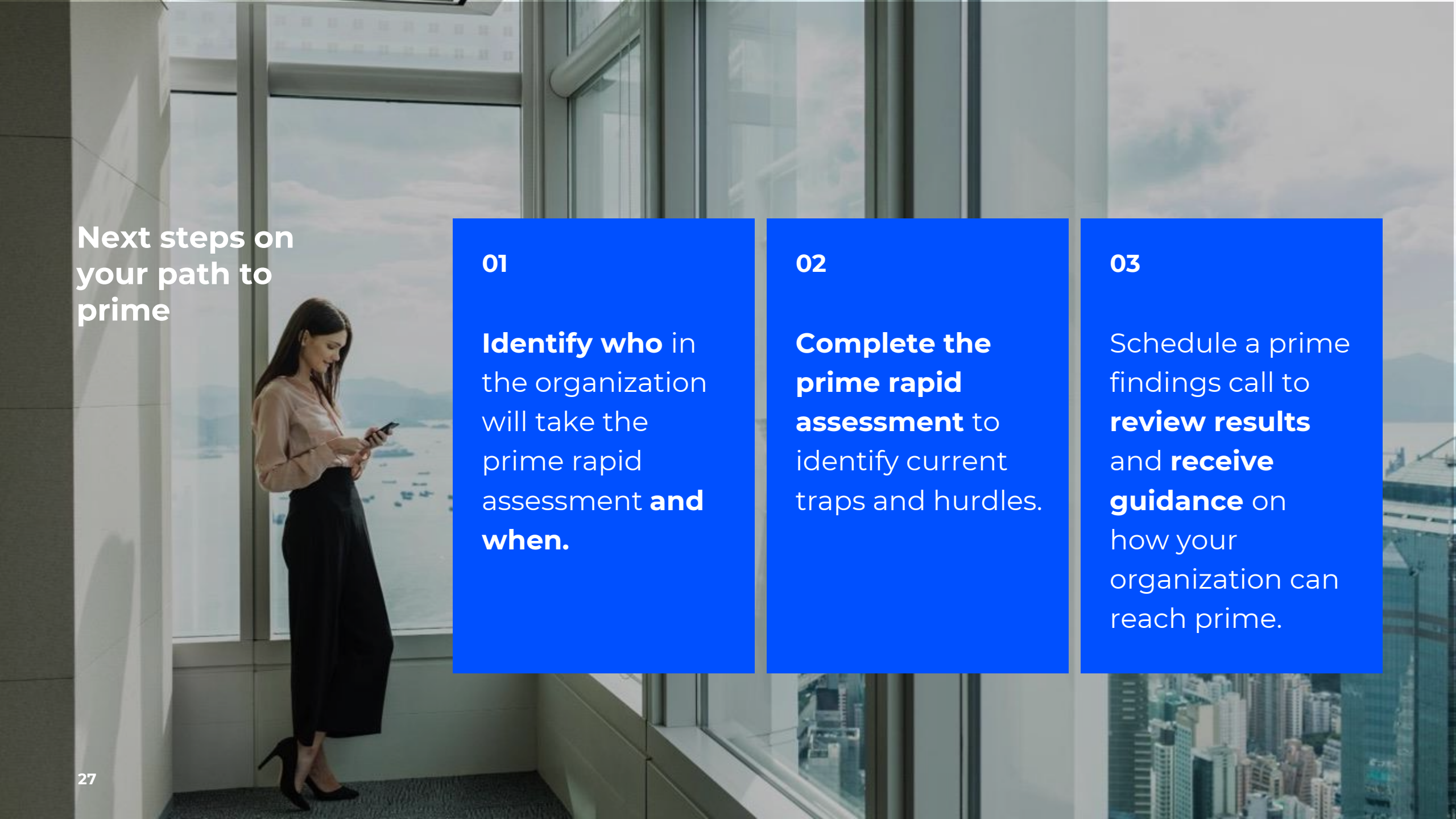Negative, aligned

24
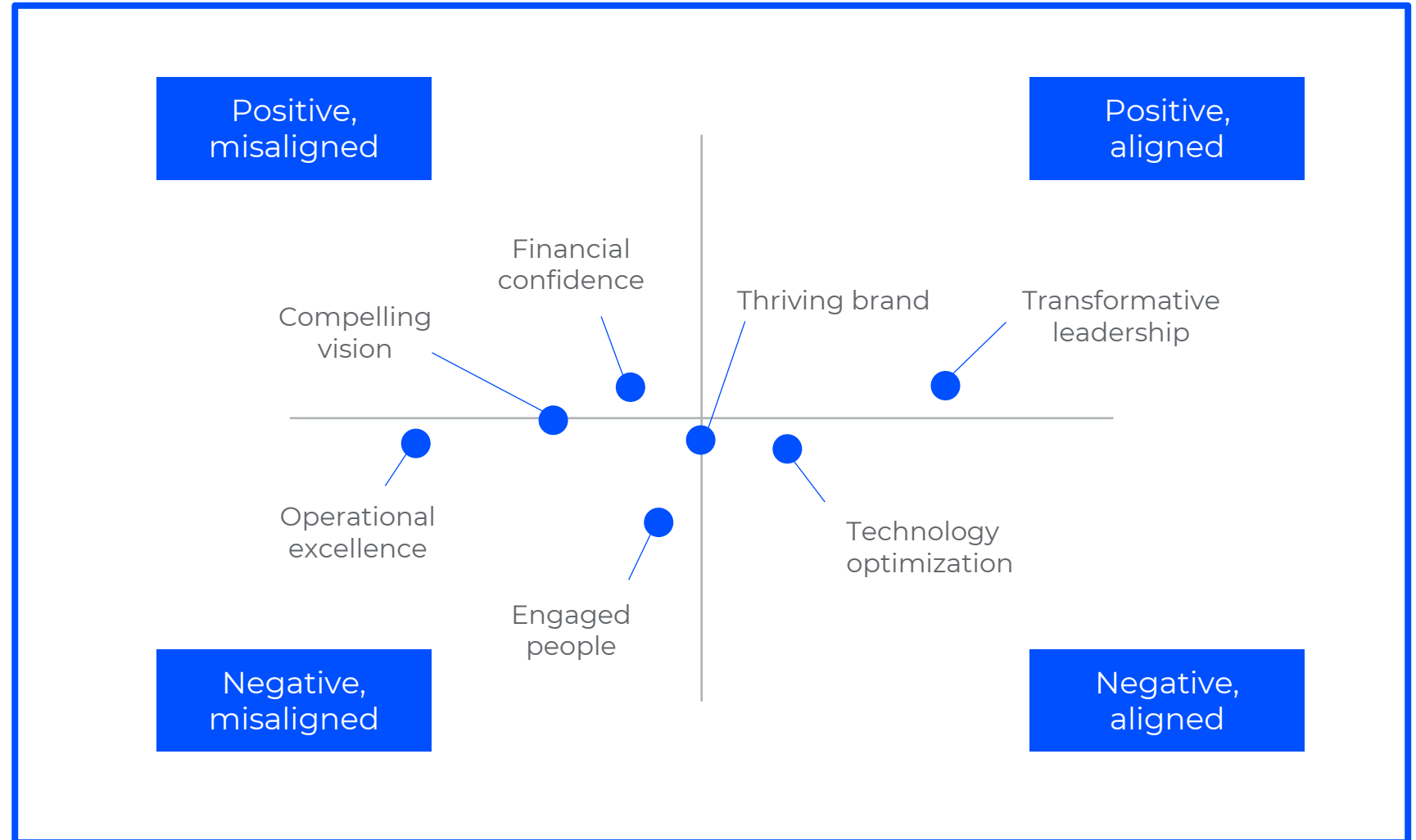
The prime action plan

After the prime findings call, a prime action plan will be created to:

- Encapsulate and summarize the work to be performed.

- Present multiple investment options.

- Design customized actionable recommendations.

- Establish next steps and implementation timing.
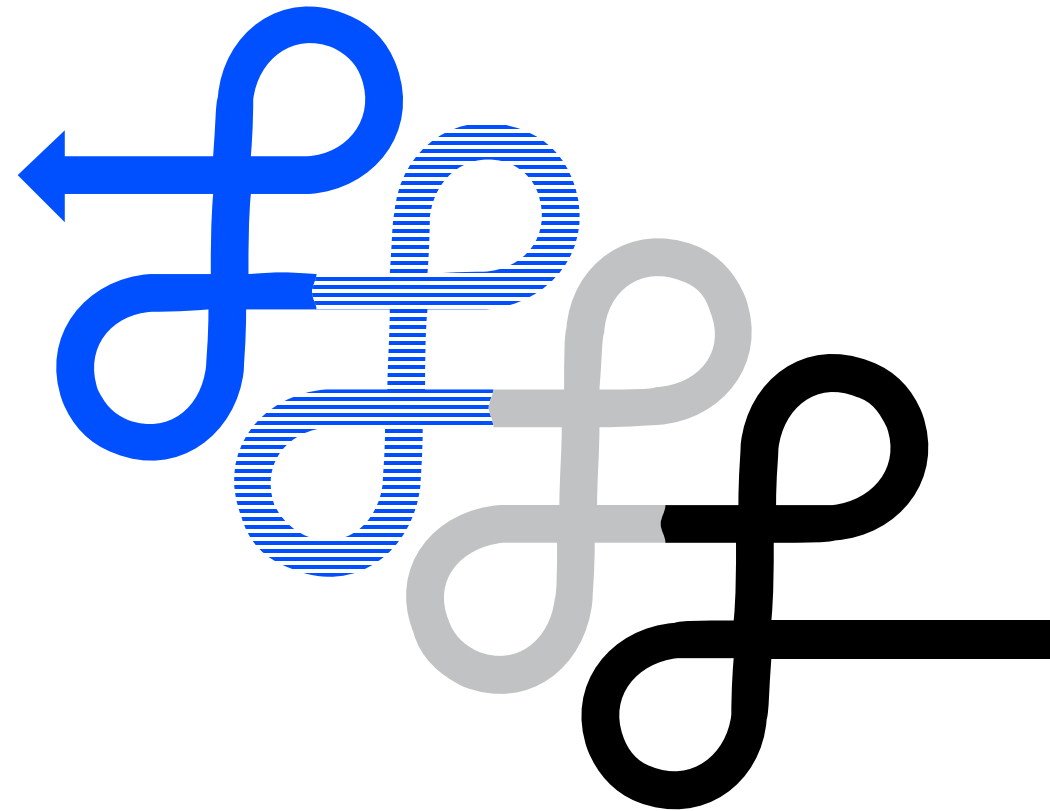
Next steps on your path to prime

01

Identify who in the organization will take the prime rapid assessment **and when.**

02

Complete the prime rapid assessment to identify current traps and hurdles.

03

Schedule a prime findings call to **review results** and **receive guidance** on how your organization can reach prime.

Questions?

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Appendix

Entrepreneur trap

- The guiding vision of the founder/owner has not been institutionalized.

- The founder/owner has not relinquished power and control of the business.

- Early sales success has disguised the critical need for strategic brand development.

- A true marketing discipline is missing and functions early as business development.

- Professional leadership has not been hired in in key positions.

- The organization changes too quickly, causing silos, alignment and morale issues.

Growth trap

- Managers are promoted to run functional departments when executive leaders are needed to guide and initiate new strategies.

- The company outgrows the capacity of its early leadership.

- Creativity and innovation becomes stagnant due to early rapid growth.

- Profit margin is sacrificed for maintaining sales volume.

- The founder/owner over-functions and lacks a clear role in the organization.

- Researching the needs of the client is disregarded.

Success trap

- Success fosters stagnant leadership and organization complacency.

- The company is not strategic and intentional about creating a new future state in the midst of success.

- Owners want financial payback early, at the expense of the business.

- Talented leaders necessary to create long-term, sustainable growth are not added to the business.

- Brands are not refreshed, and the original brand premise becomes less defined

- Fatigue is exhibited in observable business behaviors of the employees.