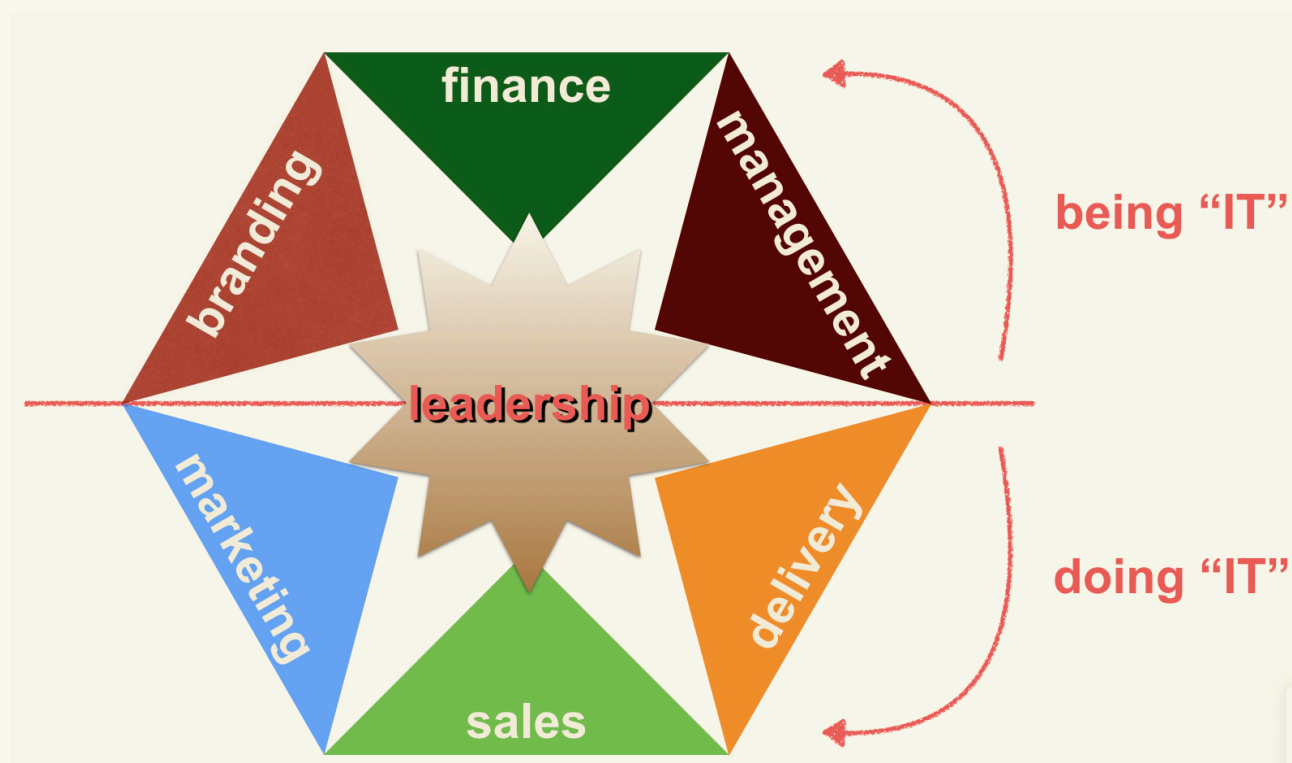




# eCourse the\_Leader

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## the\_Leader

- SoD (System of Delivery) Being IT - Doing IT
- Leader how belief in your abilities is catching
- IEAI - the template Inspire, Educate, Apply and Implement
- Understanding the Complexity point where change is required

## the\_Leader - Implement #1

- Risk in a Project
- the concept of building a Cathedral or a Mud Hut
- Sales Pipeline an the two management levers to change outcomes





- CoS - Cost of Sales and the leaders need to focus on Effectiveness and Efficiency
- the\_Leader - Implement #2
- Contribution the case of GP%age and the leaders need to monitor
  - the EDD - Executive Digital Dashboard
  - Forecasting to make the future happen

 ToC

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## Branding

- Our Brand
- What is Branding
- Brand - and its characteristics

### Branding - Implement #1

- the\_Leaders need to concentrate on the I&E of the IEAI template (Inspire & Educate)
- telling Brand stories using the Mirror and Window template
- using the template Driver, Movement & Measurement to write, BLOG's, Letters, e-mails and motivate personnel
- the Buyers Journey and why it is important

 ToC

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## Finance

- Pareto's Law and how that applies to measuring finance metrics
- which Metrics and what is Meta data

### Finance - Implement #1

- impact and importance used to prioritise projects of change
- Expenses and the concept of Margin erosion
- CoS - Cost of Sales and the element of t=time

### Finance - Implement #2

- Cash and how to manage it

 ToC

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## Management

- QOI (Qualification, Orchestration and Implementation) and P.L.O.C. (to Plan, Lead, Organise and Control)
- Tangible and Intangible metrics and how to manage them
- the process steps

### Management - Implement #1





- the clear path
- project definition
- the project paradigm
- a flow diagram
- the anatomy of a task

#### Management - Implement #2

- IBM's Watson's clear vision
- Team selection model and the Franchise Model as a template
- doing a GAP analysis
- adding EFFORT analysis so that GAP can become a future state to be created
- AS-MÚD-I (a mnemonic - as-mud-in-your-eye) being blind to the influencers in the client buying centre

 ToC

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## Delivery

- SoD (System of Delivery) and the Quality Management Cycle
- the use of WORDS to define expectations
- the concept of the Closed Loop system to build Water & Bullet proof systems

#### Delivery - Implement #1

- using the project paradigm
- delegating tasks and defining them correctly

#### Delivery - Implement #2

- Entrepreneurial Competencies Model
- Goal Setting Model

 ToC

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## Sales

- WHY? to generate growth
- Culture - expanding the Franchise Model
- using the Baseball Diamond template to understand the client journey
- the Organisational Structure and creating an Outcomes document

#### Sales - Implement #1

- the baseball diamond template and using it to optimise engagement
- AS-MÚD-I and how to use it in presenting a Value Hypothesis
- discussion around Margins and Fixed/Variable costs - who losing costs money
- Loose Early in the Sales Process

#### Sales - Implement #2

- MANEACTS another mnemonic that helps qualify engagement
- the difference between Personal and Business relationships





- Prioritising projects to work on the most powerful areas of return

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## Marketing

- the Buyers Journey
- linking Sales Process to Buyers Journey and the Marketing funnel
- Q.O.I. the Quantification, Orchestration and Implementation cycle
- introducing the 5C's of engagement Care, Competence, Challenge, Commitment and Creativity
- Conscience versus UN-conscience the journey to understanding what your brand, exposed through marketing, means

### Marketing - Implement #1

- using the closed loop to capture outcomes from your marketing effort
- using the concept of a QUIZ to question and deepen the marketing journey
- conceptually arriving at the sweet-spot the best words and characteristics of product definition
- the Valuable, Teachable and Repeatable characteristics of product and marketings role in finding the correct positioning

### Marketing - Implement #2

- how the concept of conscience informs marketing discussions
- using the 5C's to build your marketing words
- Using the Driver, Movement and Measurement model to deliver marketing words

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