

The CEO Alliance Overview

The CEO Alliance

For over twenty years The CEO Alliance has worked with CEO's to align their organizations around the highest leverage points to achieve optimum (balanced) growth. By providing a continuous, comprehensive process, CEO's develop core capabilities and competencies that support them in guiding their organization. Our unique experience as a research and design firm has been focused on understanding, at very deep levels, what it takes to accurately assess an organization, design its underlying structure and implement enterprise-wide change efforts.

Members achieve powerful results through accelerated organizational learning as they embrace breakthrough thinking, develop a deeply rooted sense of purpose and create the future. The ability to learn faster than your competition and to design and implement the necessary organizational changes has become the single-most competitive advantage in business today. The essence of the CEO Alliance is to instill the principles and practices required to build and develop *Generative Organizations* through establishing *Centers for Inspired Performance*.

The CEO Alliance fosters members who become:

- Architects and designers of their organizational structure
- Engineers and teachers of core process improvement
- Focused on core competency development and execution of strategic intent
- Capable of building strategic alliances to create opportunities and remove barriers to growth
- Partners with their vendors and customers to achieve market domination
- Supportive of each other in growing their business

The CEO Alliance has three membership levels from which you can choose.

1. CEO Leadership Alliance
2. CEO Alliance Strategic Growth Groups
3. CEO Alliance Center for Inspired Performance

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The CEO Leadership Alliance

The level one membership is directed towards The Chief Executive Officer and President. All members participate monthly with other equally committed CEOs to focus on leadership development around strategic execution, their growth strategy and the managerial discipline needed to bring about planned organizational change, leadership and excellence.

Membership Benefits of the Leadership Alliance:

- Increase your capability to think and act strategically
- Develop the essential managerial disciplines required to build a focus-driven organization
- Assess precisely where you are in the process of achieving competitive advantage
- Will gain specific execution strategies from peers to achieve your organizational objectives
- Begin the process to think as the designer and architect of your organization's future
- Provide peer guidance and feedback to help get you to the next level of performance
- Develop a personal "CEO" dashboard that establishes your current level of performance
- To provide the capability to keep score to achieve your overall monthly, quarterly and annual objectives in the agreed upon mission-critical area of your business
- Focus on developing the competencies to achieve a competitive advantage
- Master the principles that determine your organizational destiny
- Work with your highest leverage points to remove reactive behavior and limits to growth
- A forum that facilitates its members being focused on achieving each other's objectives

In addition to the monthly meeting The CEO Alliance Leadership also provides on an ala-carte basis (optional, but at a 40% savings) a complete change management system for:

- Training and development (a comprehensive curriculum of organizational learning)
- Ability to design a process to ensure having the right people in the right jobs with the right skills; selection, development and promotion
- HR compliance and support
- Just in time E-learning subscription – on a daily basis delivered directly to your computer
- Developing the competencies required to achieve a competitive advantage
- Up to four workshops/seminars per year led by an expert business resource (areas like exit strategy, mergers and acquisitions, financial planning, HR compliance, etc)
- Executive Coaching

The CEO Leadership Alliance monthly offering includes:

- Meeting for three hours with a peer group of CEO's, presidents, or business owners
- Working with a CEO Alliance Member Learning Team that is designed for peer dialog and support focused on best practices

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- Required to utilize organizational and personal Assessments that provide the insight and feedback required to think and act strategically
- Offer a CEO personal Navigational Guidance System dashboard to facilitate communications and accountability across the Level 1 forum
- A focused, step by step development implementation planning system to become generative

CEO Alliance Strategic Growth Groups

The CEO Alliance Strategic Growth Groups provides a structured peer group in the tradition of executive roundtables/board of advisors to deliver the critical perspective and accountability that CEO's needed to build a Generative Organization.

These forums focus on strategic execution in six mission-critical areas: Leadership Effectiveness, Sales Effectiveness, Customer Enthusiasm, Employee Inspiration, Productive Capacity, and Competitive Advantage.

Each member is able to take a systemic approach to growing their business at an optimum rate. They will also have the critical insights of a true board of advisors committed to their success through clarity of direction and decision making.

The Forum members will work with the Six Managerial Disciplines; Performance Management, Process Management, Project Management, Knowledge Management, Resource Management, and Change Management. Ideally, the Forum members will begin to treat each other as trusted members of their own personal Executive Leadership Team.

These Forums are composed of peers who engage in candid and challenging discussions facilitated by a CEO Alliance Forum Director. This allows them to see the big picture, test ideas, overcome obstacles and seize opportunities that result in a structured development plan for which they will be held accountable.

The CEO Alliance Strategic Growth Groups commitments include:

- Members meeting monthly for 5-6 hours with a peer group of 10-12 CEO's, presidents, or business owners
- One-hour personal coaching sessions each month with the CEO Alliance Forum Director
- Up to four workshops/seminars per year led by an expert business resource (areas like exit strategy, mergers and acquisitions, financial planning, HR compliance, etc) with all other Strategic Growth Groups.
- A personal assessment process that leads to focused development based on mission-critical behavioral competencies such as communications, decision making, creativity, interpersonal skills, leadership, team effectiveness, support, motivation, self worth, etc.

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The CEO Alliance Strategic Growth Groups result in:

- Fresh thinking, new ideas and perspectives for continued growth and innovation
- Inspiration, challenge and a platform for confidence, precision and enhanced decision making capabilities
- A sounding board for exploring the toughest decisions— by those who have met and overcome the same challenges
- Accountability to “walk the talk” and implement plans and strategies by forum members
- A source of feedback that provides the plain truth stimulated by open group discussions
- Improved member performance and continuous, accelerated learning
- Turning good intentions into great results
- The satisfaction of helping one another succeed, test assumptions, uncover opportunities and hold each other accountable for taking action.

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The CEO Alliance Center for Inspired Performance

Level three is organization wide. It is designed to literally have a center of inspired performance to become a part of (embedded) in your organization.

The Center becomes your operations center dedicated to:

- Guiding you from reactive behavior to inspired performance
- Providing the structure required to become generative
- Designing and engineering the organization structure so it is capable of controlling your destiny
- Accelerating the rate of learning on an organization-wide basis
- Achieving optimum growth and competitive advantage
- Thriving on innovation, process improvement and a commitment to total quality
- Planned sustained organizational learning and change
- Transforming and re-tooling your organization through alignment around your highest-leverage points
- Projects, work tasks and organizational learning having a parallel path of importance
- Competency development as the source of organizational excellence and competitive advantage

What does it mean to have a *Center for Inspired Performance* embedded in your organization?

Your Center becomes a comprehensive, consistent, ‘total system’ designed for strategic execution. It results in the vision to see the actual cause of and pathway to maximizing all resources and achieving a competitive advantage. It performs like a *gyroscope or operating system* (with instant feedback) that is designed to guide and direct *Generative Behavior*. *It provides you with an enterprise-wide performance management system dedicated to building a Focus-Driven (Generative) organization that results in:*

- Engaged & inspired employees exceeding their best performance
- Competitive advantage thru core competency development
- The right performers in the right jobs with right competencies/skills
- Hi-Performance selection, development & succession planning
- True performance management (not just performance evaluations)
- Capturing discretionary effort from every performer
- Absolute accountability through organization-wide scorekeeping
- Coaching (JIT) with a built-in personal trainer (for everyone)
- Alignment around leverage points that remove reactive behavior *and* limits to growth
- A change management approach to projects, processes, resource utilization, cycle-time ‘learning’ teams

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- Complete knowledge management implementation
- Balanced scorecards that link learning/growth & performance to strategic objectives

To fully integrate your own *Center for Inspired Performance* in your organization a proposal will be developed following an in-depth assessment of your goals and objectives. It will be submitted to you by a Center Director for your approval.