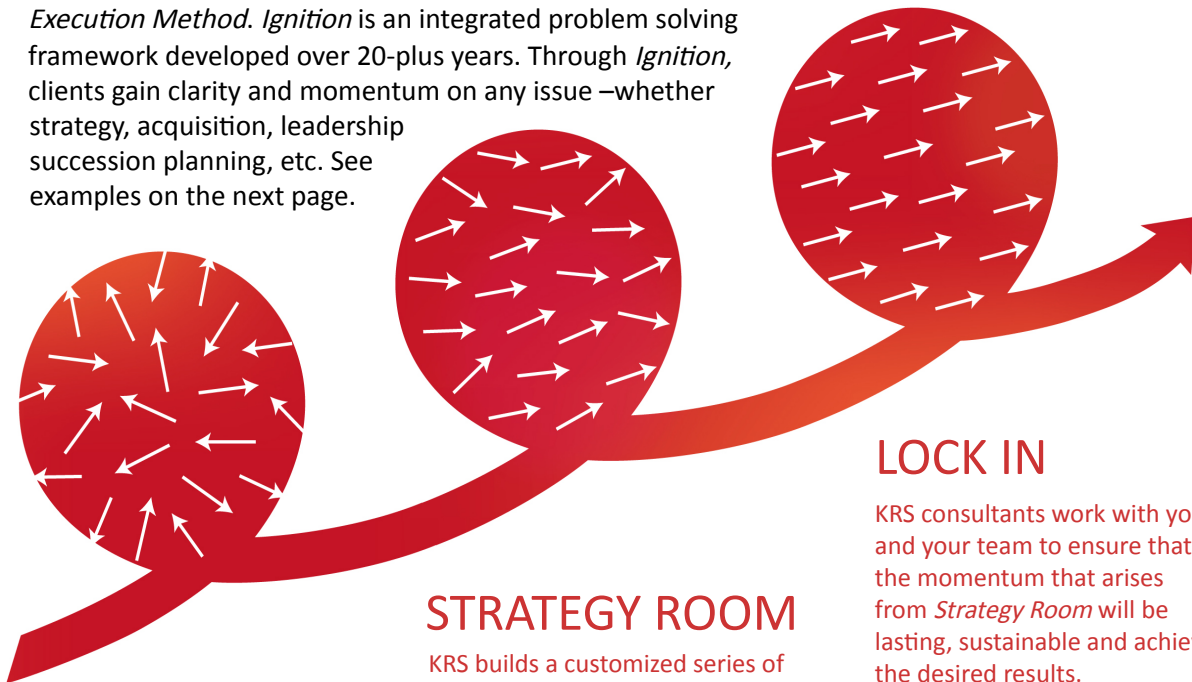


Most of our work begins with, what we call, *Ignition*, which is a product that draws from the proprietary *KRS Strategy Execution Method*. *Ignition* is an integrated problem solving framework developed over 20-plus years. Through *Ignition*, clients gain clarity and momentum on any issue –whether strategy, acquisition, leadership succession planning, etc. See examples on the next page.



## IMMERSION

KRS conducts a series of methodical, one-on-one, individually customized dialogues with the key stakeholders related to the business issue being addressed.

**Outcomes:**

- Customized approach to leadership team dialogues (part of next phase, which we call the *Strategy Room*).
- Briefing for the leader on key areas that influenced the customized approach; prepare him/her for role during the leadership team dialogues and provide advisory on leading execution going forward.
- Each leadership team member is individually prepared to participate in the leadership team dialogues.
- Individual leadership development.
- As needed, baseline metrics on the issue being addressed.

## STRATEGY ROOM

KRS builds a customized series of forums that create powerful dialogues among key stakeholders related to the business issue being addressed.

**Outcomes:**

- Clarification of the strategy (whether at the organization, function, business unit or product/ service level) or strategic plan for addressing a core issue (whether a business practice, system, etc.).
- A shared understanding and acceptance of the picture of success at the relevant time horizon (e.g., 3 months, 1 year, 5 years), as well as key elements of the plan, including metrics and assessment of internal barriers.
- Preparedness to execute at the team and individual level, including individual understanding of strengths and capability gaps required for successful execution.

## LOCK IN

KRS consultants work with you and your team to ensure that the momentum that arises from *Strategy Room* will be lasting, sustainable and achieve the desired results.

**Outcomes:**

- Prioritization of the *Strategy Room* outcomes.
- Translation of the *Strategy Room* outcomes into a business plan.
- Development of key metrics for measuring performance.
- Support from KRS peer advisors in execution of the outcomes.
- Teams and individuals who are prepared to execute on strategy or plan, and already have momentum down that path.
- As needed, identification of additional initiatives – related to people, leadership, processes and technology – to align to the plan in order to drive faster, better execution; we call this work *Acceleration*.

## Strategy Clarification

### What your situation might look like

In a strategic planning process or revisiting strategy given plateauing or declining revenue. Seeking dialogue that drives innovation, and possibly leverages market research.

### Outcomes and benefits with KRS

Typical outcomes include:

- ✦ Picture of Success, e.g., 3 to 5 year horizon
- ✦ Strategy Blueprint
- ✦ Straw man of 1-year plan; 30, 60, 90 day plan
- ✦ Teams has shared view of the external environment and strategy
- ✦ Leader has clear view of the dynamics of the team, its impact on execution and where to remove blocks to execution.

## Competitor Games

### What your situation might look like

In the process of clarifying strategy, and seeking to challenge and push thinking in how to address the competitive market.

### Outcomes and benefits with KRS

Strong sense of the strategic positioning and rationale of execution tactics of competitors, and can be invaluable in informing a strategy clarification process.

## Building Alignment for Execution

### What your situation might look like

Clarified strategy at leadership team level, and now looking to mobilize the broader organization behind the strategy.

Seeking to ignite large-scale, engaged ownership of that direction. And possibly seeking to ignite large-scale culture change to align with strategy.

### Outcomes and benefits with KRS

- ✦ Ownership and refinement of Picture of Success, Strategy Blueprint and 1-year plan
- ✦ Broader team has shared view of strategy and direction
- ✦ Assessment of readiness for strategy execution across culture, team, etc.
- ✦ Triggers change momentum.

## Large-Forum Strategy Session

### What your situation might look like

Cross-region team meeting of 50 to 200+ or large meeting with stakeholder base, e.g., not-for-profits and their volunteer force.

### Outcomes and benefits with KRS

- ✦ Shared sense of identity around a common goal, across a large organization or diverse stakeholder group
- ✦ Innovation – as we structure dialogue to leverage diverse perspectives
- ✦ Shared understanding of strategic direction and accountability at enterprise, regional, team, individual levels through:
  - ✦ Dialogue that has value, but is fast paced
  - ✦ Agenda that links to strategy and execution
  - ✦ Brings strategy alive without attendees getting too tactical or too conceptual
  - ✦ Adeptly manages cultural diversity
- ✦ Detailed notes that lock in meeting outcomes, and can directly be used for next-step work streams.