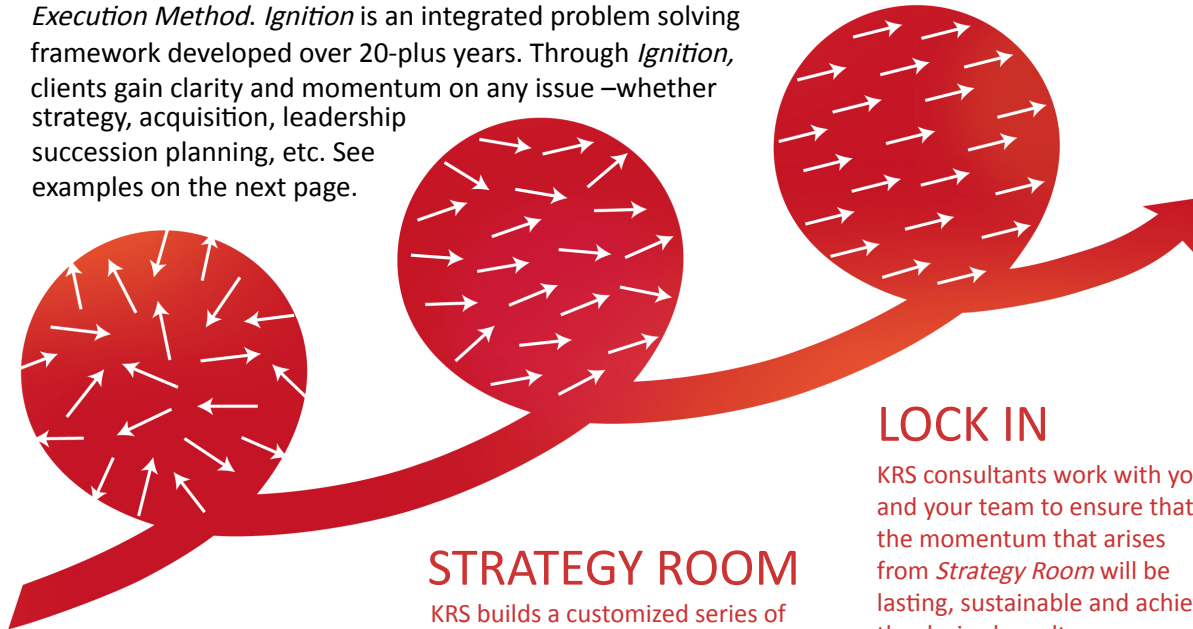


Most of our work begins with, what we call, *Ignition*, which is a product that draws from the proprietary *KRS Strategy Execution Method*. *Ignition* is an integrated problem solving framework developed over 20-plus years. Through *Ignition*, clients gain clarity and momentum on any issue –whether strategy,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