

A man in a dark suit stands with his back to the camera, looking out of a large window at a sprawling city skyline. The sun is low in the sky, casting a long shadow of the man onto the floor. The city below is a dense collection of buildings, with some taller skyscrapers visible in the distance. The window frame is made of dark metal, and the floor is a light-colored, polished material.

THE POWER OF REINVENTION

C-SUITE MOMENTUM PROGRAM GUIDE

SOMETIMES YOU NEED MORE THAN JUST CHANGE.

YOU NEED A METAMORPHOSIS.

Join us as we discuss ways to redesign your organization so that it thrives in times of growth, crisis or threat.

This program helps participants understand that the idea of reinvention is more than just change. Rather, is fundamentally remaking themselves so that their customers see them differently than they did before. This is an important concept for individuals and

enterprises at any time, but it's particularly valuable in today's ever-changing business climate.

Learn how to redesign yourself and your organization to compete in today's business environment so you can take advantage of ideas and strategies that give you a new competitive advantage.

This course includes four main sessions and four

group coaching sessions, taught at a pace of one session per month. Session pre-work may include videos, cases, and articles.

Update your vision, maximize your strengths, drive your corporate priorities, and meet today's customer needs with new style and efficiency!



PROGRAM SESSIONS



UNDERSTANDING THE NEED FOR REINVENTION

This session opens by explaining today's consumer-driven environment, and explains how to rebuild a business from the core. Participants learn how reinvention can help save their organization by allowing them to keep up with customer needs and outpace their competitors. They also discover new models that focus and accelerate change so that it becomes an organizational metamorphosis.

HARNESSING THE POWER OF THE CUSTOMER JOURNEY

This session gets to the heart of today's customer needs and demonstrates how to match those needs to an organization's core products and services. Then, by understanding the jobs to be done, participants learn how to build a new, comprehensive customer journeys that exploit their capabilities in a way that redefines their image and improves their overall value proposition.

USING THE REINVENTION FRAMEWORK

This session provides direction on how to use the various components in the Reinvention Framework. Participants learn how to weigh reinvention risk against reinvention rewards, and how to win the battle against incremental change, knowing that they will have to purposefully create what does not exist instead of solely focusing on capabilities they already have.

CREATING & DELIGHTING YOUR CROWD

This session provides implementation skills like the ability to create a crowd culture by playing on your company's distinctiveness, the ability to delight your customer through purposeful and exceptional customer experiences, and the ability to create customer stickiness in every interaction. The program closes with an exercise on creating a plan for company transformation.