

Implementation Options

*Accountability • Change Leadership • Employee Engagement
Culture Shaping • Flawless Execution • Peak Performance
The New World of Work (Age of Disruption) • Exemplary Leadership*



Workshops • Certification • Licensing Rights • Keynote Speeches

OPTION 1 - WORKSHOPS:

Half-day, Full-day and Multiple-day Workshops:

Standard and custom tailored agenda facilitated by our senior consultants. The workshops are engaging and incorporate adult learning principles in order to ensure we connect with all ‘learners.’ The sessions are upbeat, interactive, inspirational/motivational, but most importantly educational. A variety of methods of instruction/delivery are included to maintain engagement. We utilize: group work, partner work, quick experiential learning, self-discovery (aha moments), quick case study recaps, short videos, lecture, application planning, personal introspection, and more. Participants leave the workshops prepared to implement and apply what they have learned.

Workshops Available:

Achieve With Accountability | Develop a High Performing Team or Organization

Accelerate Change | Achieve What Matters Most

Ignite Peak Performance | Create Your Optimal Culture

Survive and Thrive in the New World of Work | The Age of Disruptive Competition

Amplify Employee Engagement | Capitalize on Passion, Focus and Commitment

Brand You! | You are CEO of Your Career, Life and Destiny

Unleash Leadership Capability | Summon the Exemplary Leader at all Levels

Elevate Mindfulness | Nurture Self-Awareness, Live in the Moment, Bolster Effectiveness

Flawless Execution | Transform Strategic Intent Into Reality

OPTION 2 - TRAIN-THE-TRAINER CERTIFICATION:

Your designated personnel attend a two-day certification process and receive credentials to facilitate workshops, or workshop modules for groups, teams and departments throughout your organization.

Prior to certification, QuestMark will consult with your key personnel to determine, design and develop the most appropriate workshop agenda for your designated facilitators to be certified to deliver throughout your organization. Depending upon your current business realities and desired outcomes, the finalized workshop content and agenda may include modules, principles, tools, models and methodologies from a variety of QuestMark intellectual property (Ex: accountability, change, culture, execution, leadership, employee engagement).

Once certified, your facilitators have the flexibility to conduct the entire workshop, or modules of the workshop, to teams, departments and business units throughout your organization as needed.

OPTION 3 - LICENSING AGREEMENT:

The move to a peak performing culture can be accelerated by integrating our tools, models, principles and language into as many of your systems and processes as possible. This immersion embeds the principles to a greater degree of precision. This approach results in the shifts in behaviors and beliefs you want to realize being accomplished quicker and to a deeper degree of impact.

This 'licensing agreement' includes access to all of our intellectual property (accountability, change, culture, execution, leadership, employee engagement), tools, models, principles, as well as onsite consultation support by senior QuestMark consultants to help identify and determine appropriate systems and processes where integration/linkage can be made (*for example: with any rewards and recognition systems, performance management systems, etc.*). It also includes customization of content to integrate seamlessly into your unique culture.

The licensing agreement provides additional flexibility around when, where, and how the tools, models and principles are used within your organization. The tools, models, principles and language become part of the way you do business. The result is an organization comprised with employees who are aligned around your must-achieve desired results and who possess the perseverance, ownership and accountability to ensure those desired results are achieved.

Additional benefits of the licensing agreement approach:

- **Flexibility in design and delivery** – Choose which models and tools you would like to focus attention, and then build custom learning experiences to integrate into the way your organization currently operates. These could be one-hour ‘brown bags’, half-day workshops, full-day workshops, or whatever works for your employees, teams, departments, work groups, project teams, or organization. You have the option to custom assemble a workshop and use only the models, tools and principles most needed for a particular target audience. You are not forced to use a ‘one size fits all’ solution.
- **Integration into current systems and processes** – Accountability becomes the way you do business. Ability to integrate models, tools, principles and language into all of your systems and processes. For example, integrating the 20 ‘best practices’ into your performance management or your rewards and recognition systems.
- **Flexibility to consider all intellectual property available**, and then choose and start with the models and tools that are most needed and that will have quickest impact and highest return on your investment.
- **Rights to train all of your employees** as well as all ‘turnover’ (new hires)
- **Achieve critical mass quicker** – realize desired culture change sooner
- **Broaden and accelerate reach** to all levels of the organization – Multiple internal facilitators are quickly certified allowing you to achieve critical mass in a shortened timeframe. The result is an organization using common language, tools and principles that heighten individual and organizational accountability.
- **Greater ownership** – When multiple champions and internal facilitators are in place, increased ownership for the solution is elevated.
- **Significant Savings in Training Costs** – Because the learning and development is integrated and takes place through existing mechanisms and the way your organization currently operates, there is no need for employees to take time ‘away from their job’ to attend a workshop.

- ***Pragmatic/Practical/Memorable*** – The learning and development is delivered in easy to embrace and short segments. Significantly adding to retention, sustainability and application of the learning.
- ***Not overwhelming for those leading the sessions*** – Internal facilitators are not burdened with ‘memorizing’ or becoming ‘expert’ in a full-day, or multiple days worth of content. Rather, they focus on only one or two key principles or models during each experience - making them more effective, competent and capable with that area of focus.
- ***Ease of implementation and coordination*** - Deliver training and development as part of or during existing meetings and structure of the business. No additional meetings, workshops or events to schedule. No interruption to your business.
- ***Sustainability*** – learning over time through immediate application through bite-sized segments.
- ***Ability to customize to your culture, your learning systems, and processes.*** The content can be tailored based upon what you believe will work best for your organization.

OPTION 4 - CONFERENCE EVENT PARTICIPATION:

QuestMark is available to participate in conference events and other offsite meetings. We partner with our clients in a variety of ways during conference events. Some, or all of the following can be incorporated into your conference and offsite events:

- **Custom Keynote Speeches:** 60, 90 and 120 minute versions (accountability, change, culture, execution, leadership, employee engagement, brand, mindfulness, new world for work, leading your career, disruption).
- **Breakout Sessions:** Take a deeper dive and create additional awareness and understanding into any of the focus areas and topics that are of most interest to you and your team.
- **Concurrent Breakout Sessions:** Participants choose from multiple breakout sessions focused on various topics from which to attend.
- **Half-day Workshops:** The step beyond awareness and understanding. We equip your participants with additional knowledge and then develop their skills and competencies. They leave the workshop fully prepared, confident and capable.

IMPLEMENTATION AND ROLLOUT STRATEGY AND SUPPORT:

Strategically Focused

Business is inherently about change and moving on to the next level - whatever the organization deems that to be. Those responsible for rolling up their sleeves and implementing initiatives around strategically driven change must understand the critically important components of the overall business priorities and strategy. They must make certain that those priorities are the driving factor in how human skill and knowledge development is developed and utilized by the organization. Cultivating a culture where employees at every level possess the skills, competencies, behaviors, attitudes and beliefs that will support identified strategies is essential

Data Driven

Senior leaders most often make decisions based on data. We believe it is imperative to understand what those critical numbers are and how to positively impact them using training as the vehicle. This becomes important in designing the appropriate data stream, coaching and performance management systems. This data also allows those responsible for the implementation to 'educate upward' and demonstrate to leadership the progress and payback of the initiative. Building enlightened executive sponsors is mainly a function of educating with data. Those involved in the effort need objective data as well as coaching to drive ongoing behavior change that is necessary to sustain organizational change. The key metrics must be identified, defined and built in on the front end of the implementation. Clarity around desired outcomes and how each will be measured is essential.

Dialogue Rich

One of the strange ironies of implementing projects or solutions to achieve identified change strategies is the lack of a 360° dialogue element, and some direct linkage to the performance management system of the organization. Too often companies send a critical mass of personnel through some 'training intervention' or skill building effort and do nothing to ensure that the skills and knowledge are applied back on the job. Often, the assumption is made that the event in and of itself will bring about behavior change and application back on the job. This one factor is generally the death knell of most change-focused implementations. We believe it is critically important prior to launch to develop and discuss the process for application of the newly acquired skills, thinking, competencies, behaviors and processes back on the job. Open and candid dialogue that is both strategically and individually focused is an absolute must for implementation success.

Implementation Centered

Implementation strategy, planning and deployment are often the most neglected parts of designing a successful change initiative. This represents the ‘roll up your sleeves and get dirty’ work that virtually everyone wants to wash their hands of, especially line managers in most cases. There are many reasons and excuses for why this takes place, but essentially line managers do not understand implementation well enough to be willing to engage in it in a significant way. Secondly, it is most likely viewed as high risk and non-career enhancing, not to mention possibly career destroying. It is vital to help educate sponsors to assure the implementation achieves success. Much of an intervention’s success is dependent upon how much groundwork, education, communication, and collaboration have been accomplished ahead of launch day. We use our ‘Implementation Acceleration Model’ (see model on last page of this paper) as a tool while working with the practitioner early on to establish what implementation success looks like, and what obstacles must be considered.

The Three Continuums

The implementation must consider the ***three separate continuums*** that although distinct, must be considered as a whole in order to bring about successful organizational change.

The **first continuum** represents **WHAT** the organization must accomplish over time (the strategic objectives continuum) and the outcomes that must be achieved as a result of the change effort.

The **second continuum** represents individual behavior change, and parallels the first. This continuum represents the skills competencies, behaviors, attitudes and knowledge that each employee must acquire, develop or possess just in time over time, in order for the organization to achieve it’s strategic milestones. In essence, it reflects the shifts needed in the way employees think and act (your culture) that will assure the desired outcomes are achieved. This ‘Individual Development’ continuum will differ for each population within the organization, but must be integrated for effect. Upfront assessment and discovery is needed to identify essential elements to include in this continuum.

The **third continuum** represents deployment, or the **HOW** element. This is the process for piecing together the entire organizational change process and includes essential elements such as: communication planning, tasking senior leaders on the roles they will play, linkage to past and future initiatives to create a seamless solution, individual and organizational baseline and desired outcome metrics established, involving stakeholders, pre-assessments, positioning and publicizing, measurement and evaluation, individual contracting and establishing expectations, post-assessment, ongoing business literacy development, and alignment and improvements.

