Thank You!
March 21- Cap Stack West Launch
March 24- Neuroscience Leadership for ROI

Register at www.enpинstitute.com/events

Other good options-
Personal 100 day Plan coaching
Executive retreats and strategy facilitation

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March 24 Neuroscience and ROI - Meet your C-suite peers from middle to large cap companies
Happy Valentines Day!
Agenda

The Big Five Emerging Trends

Time for a new approach to strategy

How do you remain VITAL to the organization?
Strategic Planning, Organization Effectiveness, Marketing
**NextWORKS™**
Creating Insight, Building Capability

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**ENP EXECUTIVE NEXT PRACTICES INSTITUTE**
Connect - Collaborate - Innovate

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**TOP 3 REASONS MEMBERS SAY THEY ATTEND:**
- NEW CONNECTIONS
- OPPORTUNITY FORMATION
- EMERGING TRENDS

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**Some of our ENP numbers:**

1. **12%** KEY ADVISORS & COACHES
2. **72%** CORPORATE EXECUTIVES AND BUSINESS OWNERS
3. **9%** ACADEMIC LEADERS

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**By organization type:**

1. **31%** REVENUES $4 MILLION TO $20 MILLION
2. **52%** REVENUES $20 MILLION TO $500 MILLION
3. **17%** REVENUES OVER $500 MILLION

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**6 REASONS TO JOIN:**

1. BROADER CIRCLE OF CONTACTS
2. “FIRST LOOK” AT NEW CONTENT
3. DEAL FORMATION
4. CONTRARIAN VIEWS
5. INNOVATIVE STRATEGY
6. PRACTICAL NEXT STEPS FOR BUSINESS IMPROVEMENT

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**By attendee:**

- **78%** are senior directors and above (CEO, Business Principals, CMO, HR, CFO, CIO, Board Members)
- **78%** Several thousand leaders attend the multiple forums throughout the year

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Executive Next Practices Forum
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888.857.9722
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http://enpinstitute.com
Strategic Guidance and Next Practice Development to Leaders and Organizations

Leadership Excellence
Strategy Facilitation
Advanced Global to Local Alignment Programs

NextWORKS™ Strategy
Creating Insight, Building Capability
Executive Next Practices Institute
University of California Irvine
Center for Applied Innovation
1. **Customer Centricity** - velocity of markets requires constant target customer focus

2. **Adaptation** (prodaptive mindset) People, systems and processes that can quickly change and re-align to each other

3. **Digital First** - core platform elements of the business are digitally arrayed first, then physically structured (think publishing)

4. **Intrapreneurship** - internal incubation of new competitive market plays and relationships with the venture community

5. **Capital Staircase** - stacking of financial sources and relationships depending on scope & scale (projects, initiatives, M & A, Venture)
NO one is immune
Your Challenge?

Where is your greatest area(s) of focus for 2017?

What will be your greatest personal challenge in the C-suite?
Next Practices

Ideas, processes, concepts and solutions that move us beyond the “status quo”.

Not “how are others doing it best” but rather, “where do we go from here that represents a true fundamental shift in value”...
5 Steps to **NEXT**

- What is your mountaintop?
- Customer FIRST
- Optimal way, not legacy way
- Alignment
- Commit and measure
Beyond Vision, to the Mountaintop
Market Responsiveness Index™ (MRI™)

Customer Insight
The extent to which employees monitor, understand, and act on current customer needs and satisfaction.

Peripheral Vision
The extent to which employees monitor, understand and respond to trends in the larger environment, Political, Economic, Social, Technical.

Strategic Alignment
The extent to which employees understand and enact the vision, mission, objectives and strategic direction of the company.

Empowerment
The extent to which employees are able to make decisions that are best for the customer without the explicit approval of senior leaders.

Collaboration
The extent to which employees interact, share information, work with and assist colleagues from other work groups.

Competitor Insight
The extent to which employees monitor, understand and respond to current competitor strengths and weaknesses.

Competitor Foresight
The extent to which employees monitor, understand and respond to new market entrants and potential competitors.

Customer Foresight
The extent to which employees monitor, understand and act on potential customer needs and opportunities.

Competitor Foresight
The extent to which employees monitor, understand and respond to current competitor strengths and weaknesses.

The MRI™ is owned by MarketCulture Strategies Inc.
## The Benefits of a Customer Centric Culture

<table>
<thead>
<tr>
<th>Factors</th>
<th>Customer Satisfaction</th>
<th>Innovation</th>
<th>New Product Success</th>
<th>Profit Growth</th>
<th>Profitability</th>
<th>Sales Revenue Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Insight</td>
<td>✓</td>
<td>✓</td>
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<td>Customer Foresight</td>
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<tr>
<td>Strategic Alignment</td>
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<td>Cross-Functional</td>
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<tr>
<td>Collaboration</td>
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</tbody>
</table>
Optimal way

• **optimal**
  • 'äptəməl/
  • *adjective*
  • best or most favorable; optimum.
  • "seeking the optimal solution"
## Value Proposition Update

<table>
<thead>
<tr>
<th>Eliminate</th>
<th>Raise</th>
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</thead>
<tbody>
<tr>
<td>What processes or services can you eliminate that your industry has long competed on? (Stop doing)</td>
<td>Which practices should be raised well above the industry’s standard?</td>
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</table>

<table>
<thead>
<tr>
<th>Reduce</th>
<th>Create</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which processes or services could be reduced well below the industry’s standard?</td>
<td>What services and processes should be created that the industry has never offered? (Start doing)</td>
</tr>
</tbody>
</table>
ELIMINATE
Star Performers
Animal shows
Aisle concession sales
Multiple show arenas

REDUCE (Family audience to targeted adult entertainment)
Fun & Humor
Thrill and Danger

Raise
Unique Venue

Create
Theme
Refined environment
Multiple productions
Artistic Music and Dance
Revolutionary ideas can come from incremental improvements...
Leverage Contextual IQ for ROI
Global Profitability Driven By Contextual IQ
Positive Correlation - 11%
5. Alignment

Where are we going?

Board to Loading Dock
The Evolving CFO Role

Collaborator
Independent
Strategic
Interpreter- regulations
Investor relations
Risk manager
Sounding board
Starting Point - Know Thyself

- Online
- Mentored Brand Strategy & Execution

- Assessment
- Brand Strategy
- Guided 100 Day Launch
The VITAL Model

• Valuable
• Impactful
• Transparent
• Adaptable
• Leveraged
Your Narrative

1. Specific stories around each element of the VITAL formula
2. Ultimately translates into your reputation and personal brand
3. ROI focused
4. Displays how you build internal capability
What Next?

• Begin with what you control- your team, your customers, your market
  Offsite meeting?

• What is your updated value proposition?

• What is your personal plan? 100 day Template?

• Context- Do not underestimate the (lack of) depth of understanding by everyone else
#1 Issue: Perspective
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Options:
Personal 100 day Plan
Executive Team Strategy “Transformation”

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