Presentation Overview

Formalising your Leadership Team

Key functions of business & who's responsible
    Leadership & Oversight
    Finance Legal
    Project Delivery & Business Systems
    Technology & Infrastructure
    Sales & Specification
    Marketing & Brand
    HR & Recruitment

Setting Vision & Direction

8 Key questions to answer

1. What's our product or service focus? - Complex Custom software development.
2. What are our core values?
3. What is our purpose (make people's lives better, staff, customers, end clients)
4. BHAG / 10 Year Target - financial, marketplace impact (e.g. customer satisfaction & employee satisfaction.
5. Who is our our target market and how will we reach them. Who's our ideal buyer
    a. Funded entrepreneur
    b. Mid sized business owner or their key representative for how internet technology is a key business delivery tool.
6. What three things will you be unique at?
    a. Lots of UX up front - engagement process.
    b. Full project ownership, forever - setup for this.
    c. Do hard things - position ourselves at the hard end of custom dev.
7. Proven process - this is a work in progress for us.
8. Guarantee - again, a work in progress.

Meeting Rhythms & Accountability

Concept 1 - Most meetings are horrible
    Lose track of the strategic - busy doing less important things
    Opinions over facts
    Debates go round and round
    Nobody owns the outcome.

Concept 2 - Creating a numbers driven business
    Current workload

Leads
Sales
Utilisation
Revenue
Profit
Training Time
Customer Satisfaction
Staff Satisfaction

Concept 3 - A regular cadence of meetings

Annual - assess our strategic direction & connect as a leadership team
Quarterly - focus on the key outcomes for the quarter
Weekly - deal with the weekly issues in a super efficient way.

Concept 4 - 90 Day Rocks

How we do it.
Weekly Meetings
Great Meeting
    Good news
    Reporting
        Scorecard Numbers
        Rock Review
        Customer / Employee Headlines - Good & bad
        To Do List Review
    Issues List
        Identify
        Discuss
        Solve
    Update the ToDo List

Quarterly Meetings
Review our vision
Draft our rocks
Discuss higher level issues

How to get key initiatives actually done in your business
    Annual
        Year in Review
        Team Building
        SWOT Analysis
        Set 3 year goals
        Set 1 year goals
        Discuss the big issues
        High level IDS