MODULE 1

Developing Your Game Plan & Building Leadership Accountability

OVERVIEW

Untapped Potential is an immersive 12-month training experience that is instructor led and combines direct instruction, hands-on training, and one-on-one coaching to develop the skills and capabilities required to achieve desired learner outcomes.

Developing Your Game Plan & Building Leadership Accountability

This is the first module within the Untapped Potential program. The courses within this module are intended to teach business leaders learn how to compete and win in the markets where they have chosen to play. Participants will learn that to win in a market and create value for its customers and stakeholders consists of making a set of interdependent choices on the company's strategic direction, business model, and its people. In addition, business leaders will learn how to assess the health of their leadership team and improve the trust amongst its' members (the foundation of a high-performing leadership team).

MODULE 1

Developing Your Game Plan & Building Leadership Accountability

Expected Outcomes
Learn how to develop your one-page strategy and business model so that you win in the market and are valued by your target customers

Course #	Course Name	Hours
BYSGP01	Strategic Plan Development	14
BYSGP02	Design Your Business and Operating Model	6
BYSGP03	Organizational Accountability and Structure	4
DCT01	Leadership Team Health (Pt 1)	4

Course Delivery, Instruction, and Evaluation

Delivery:

All courses can be delivered in person or online based on our client's requirements and the safety practices being followed related to Covid-19. For online delivery of course material, we will use leading technologies including Zoom, Microsoft Team's, and Miro Real-Time Whiteboard.

Instruction:

The courses are delivered by instructors from Stack'd Consulting who have extensive experience in supporting leaders and their company's transform, grow, scale, and delight across a variety of industries and company sizes. All Untapped Potential course delivery is overseen and managed by Dustin Anderson, CEO and Founder of Stack'd Consulting.

Evaluation:

Our courses are intended to provide hands-on experiential learning experiences and each course will result in the creation of a course deliverable. Course deliverables will be reviewed upon course completion and a certificate of completion will be provided to learners. A detailed description of each course in the module and its evaluation requirements are presented below.

Detailed Course Information

Module 1: Developing Your Game Plan & Building Leadership Accountability			UNTAPPED POTENTIAL BY STACK'D
Course	**Course #**	**# of Hours**	**Cost Per Learner**
Strategic Plan Development: The purpose of this course is to learn how to develop a 2 to 3-year strategic plan for your company that is grounded by your company's purpose, outlines how you will in the market, and provides clarity in a simplistic and pragmatic way to support the execution of the strategic plan. **Learner Outcomes (How to):** • Define a company's purpose and use that purpose to guide decision making and to attract and retain customers and employees • Establish and evaluate a company's core values • Evaluate a company's current culture and identify required changes to make culture a competitive advantage • Complete a strategic assessment in support of the development of a company's strategy • Establish a winning aspiration and overall strategic direction for a company • Evaluate potential strategies and test strategic concepts that will contribute to the achievement of the company's desired strategic outcomes • Define measures to track the progress of executing your company's strategic plan • Prioritize, sequence, and execute a company's strategic plan using leading practices such as how to identify, select, and prioritize quarterly objectives and key results (OKRs) **Course Evaluation:** The successful documentation and completion of the one-page strategic plan including quarterly OKRs with assigned accountabilities.	BYSGP01	14	$2100

Course	Course #	# of Hours	Cost Per Learner
Design Your Business and Operating Model: The purpose of this course is to learn how to design and assess a company's business and operating model so that it is unique, creates competitive advantage, is valued by customers, and is profitable. **Learner Outcomes (How to):** • Document your company's business and operating model • Define your company's business model so that it is aligned with your purpose, brand, and strategic direction. In addition, defines your unique product and service offering that will create exceptional value for your targeted customer base • Identify different revenue models to support your business model so that it provides predictable cash flow (e.g. different strategies to increase monthly recurring revenues) • Align your cost model with your revenue model so that the company generates profits and is scalable and realistic given your forecasted cash flow and available capital (e.g. equity and borrowing capacity) • Explore the strategic options and decisions available in designing a company's operating model to enable the execution of its business model • Assess the implications of changes in your company's strategic direction on your company's business and operating model **Course Evaluation:** The successful documentation and completion of the company's business and operating model.	BYSGP02	6	$900
Organizational Accountability and Structure: The purpose of this course is to learn how to develop a company's organizational structure and establish leadership accountabilities to promote organizational clarity and enable the company to execute on its strategic and operational priorities.	BYSGP03	4	$600

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Course	**Course #**	**# of Hours**	**Cost Per Learner**
Learner Outcomes (How to): • Define leadership accountability to support your strategic direction and operational priorities in the short-term and as the company scales and grows • Use an organizational capability model to support the development of the company's organizational structure, define leadership accountabilities, and determine if you have the right people in the right seats for both the short and long-term • Develop leadership accountability agreements for each of the company's leaders to increase clarity in accountability, day-to-day responsibilities, and decision-making authority **Course Evaluation:** The successful documentation of the company's capability model to support organizational and people decisions. In addition, the documentation and communication of the participants accountability agreement.			
Leadership Team Health (Pt 1): This is the first course in a series of four that is focused on building a high performing leadership team to support the growth of your company. The purpose of this initial course is to learn about Patrick Lencioni's Five Dysfunctions of a Team and how to assess the health of your leadership team. This course will include completing an assessment of your company's leadership team to understand where there are opportunities to increase the team's health and performance. Within this course we will focus primarily on how the leadership team can improve its level of trust amongst team members. **Learner Outcomes (How to):** • Use Patrick Lencioni's Five Dysfunctions of a team to assess your leadership team's health and performance • Analyze the results of the "Five Dysfunctions of a Team Assessment" to identify opportunities to improve the leadership team's health and performance	DCT01	4	$600

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Course	**Course #**	**# of Hours**	**Cost Per Learner**
• Improve trust amongst the leadership team by being vulnerable and understanding each team members story, motivations, strengths, and weaknesses **Course Evaluation:** The successful completion of the 'Trust' exercise with the company's leadership team.			
Total*		28	$4200

*Total cost per learner plus GST.