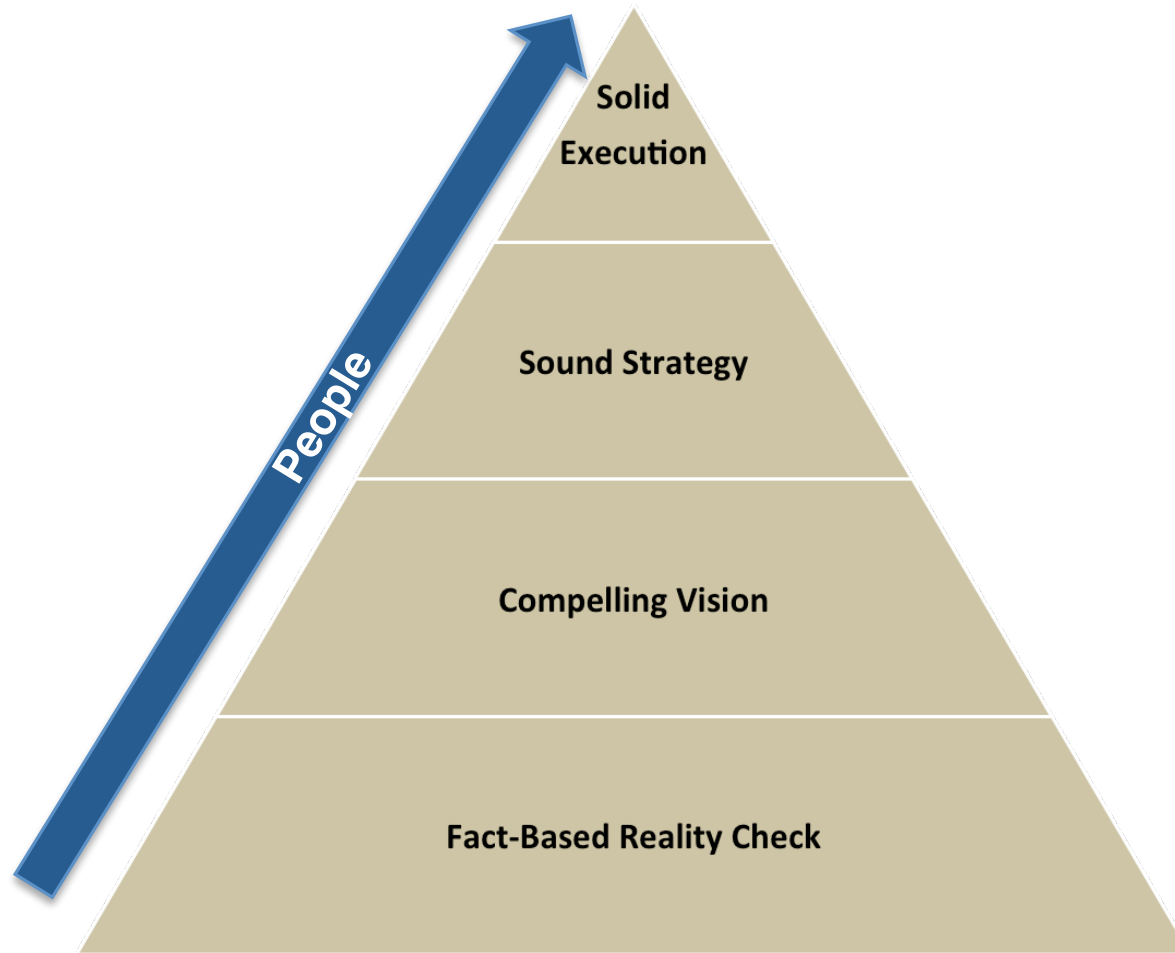


LexVolo Organizational Health Model TM



Helping Airports **Compete** for the Future

Conduct a Fact-Based Reality Check

- **How the Mighty Fall** - The Five Stages of Decline
- **Good to Great** - The Stockdale Paradox
- **Baseline Research**
 - Customer Insights
 - Industry Data
 - Stakeholder Interviews
- **Our Iceberg Is Melting** - Create a Sense of Urgency



Define a Compelling Vision

- **The 7 Habits of Highly Effective People** - #3: Begin with the End in Mind
- **Good to Great** - Hedgehog Concept
- **Our Iceberg Is Melting**
 - Pull Together a Guiding Team
 - Develop the [Change] Vision and Strategy



Helping Airports **Compete** for the Future

Adopt a Sound Strategy

- **Great By Choice** - Bullets, then cannonballs
- **The 4 Disciplines of Execution**
 - 1-3 Wildly Important Goals
 - 1-6 Lag Measures
- **Our Iceberg Is Melting**
 - Communicate for Understanding and Buy-In
 - Empower Others to Act
- **Commercial Strategy/Portfolio Management**
- **Marketing Strategy/Brand Management**



Ensure Solid Execution

- **The 4 Disciplines of Execution**
 - Lead Measures
 - Compelling Scorecard
 - Cadence of Accountability
- **Death by Meeting**
- **Great by Choice**
 - 20-Mile March
 - Leading above the Deathline
- **Iceberg Is Melting**
 - Produce Short-Term Wins
 - Don't Let Up
- **15 Minute After-Action Review**



Unleash Your People - 1

- **Good to Great**
 - Level 5 Leadership
 - First Who, Then What
- **The Three Signs of a Miserable Job**
- **The Five Dysfunctions of a Team**
- **The 7 Habits of Highly Effective People**
 - #1 - Be Proactive
 - #4 - Think Win-Win
 - #5 - Seek First to Understand, Then to Be Understood
 - #7 – Synergize

(Continued)



Unleash Your People - 2

- **Our Iceberg Is Melting**
 - Create a Culture of Change
- **The Basic Principles of Southwest Airlines**
 - Focus on the situation, issue or behavior, not the person
 - Maintain the confidence and self-esteem of others
 - Maintain constructive relationships with others
 - Take the initiative to make things better
 - Lead by example

