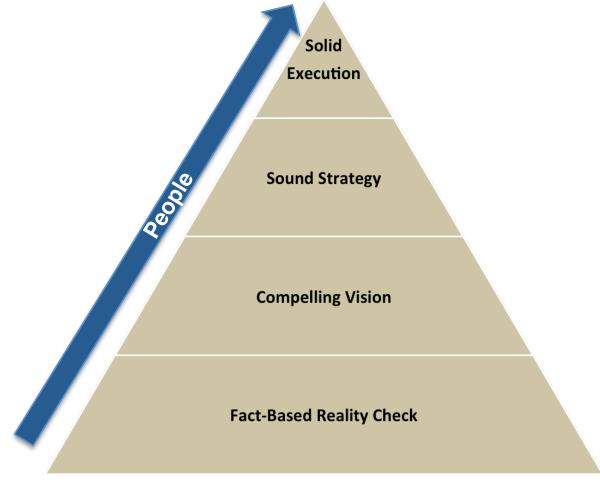
LexVolo Organizational Health Model SM





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



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