

*Turn your strategy into meaningful, measurable action now..!*

***Tired of seeing your strategy or business plan  
collect dust..?***

***Sick of seeing your plans not get implemented..?***

***Frustrated with constantly having to make decisions  
on what the strategy really is..?***

***Wasting too much time and effort  
on planning meetings..?***

***This is a special offering for small to medium sized  
businesses to get your strategy and planning  
working - now.***

***Within One Week (elapsed time) you will have a  
Concise Plan to guide your implementation of your  
strategy and business plan.***

There is no need for long drawn-out plans that no-one reads, or that no-one knows how to put it in place. OR worse still, you initiate the actions but don't see any difference in performance.

Performance planning and implementation for businesses of all sizes needs to be practical, concise and clear. Using the **Results Mapping** framework we will produce a **visual map** that all your people can use to align your efforts and resources to maximise your the impact on your prioritised results.

This engagement includes the initial consult to get your context. Then a two-day workshop, in-house to develop your Concise Plan with your team. Then a half day of implementation coaching, onsite.

## Small-to-Medium sized Business Package

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### For this Engagement

#### The Process

- ➔ Initial consult

- ➔ Workshop - day one: Results Mapping



Results Mapping is one of the techniques used within the PuMP Methodology, that is used around the world. A Results Map, articulates your results, in a cause and effect flow from teams through to whole-of-business outcomes.

- ➔ Overview of measurement, prioritisation and planning using Results

- ➔ Workshop - day two: Measurement and Planning

- ➔ Measure Design Technique (PuMP)
- ➔ Developing actions/initiatives for the prioritised results
- ➔ Concise Plan created

- ➔ Half-day implementation coaching

#### What you will get

- ➔ Confidence this approach is tailored to your business and needs
- ➔ Clarity on the deliverables and outcomes

- ➔ A Results Map for your business

- ➔ Clarity across your team on the cause and effect set of results that lead to business outcomes

- ➔ A small set of prioritised results - those that you will focus on impacting the most first

- ➔ Key measures designed for your prioritised results

- ➔ Ability to measure impact of actions/projects
- ➔ Ability to design measures in the future
- ➔ Template to use for all planning in the future
- ➔ Your Concise Plan to guide implementation (also provides a template for monitoring implementation and meaningful planning in the future)

- ➔ Confidence and capability to implement and finetune the realisation of your strategy.

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### **About your consultant and facilitator**

Mark Hocknell collaborates with leaders of organisations (of all sizes) to improve their results. He is a consultant, speaker, author and mentor specialising in customer centric business and performance measurement.



Mark is a PuMP® Partner and was accredited in PuMP® in 2007 (performance measurement methodology). Since then he has worked with more than 35 organisations to develop and implement performance management and measurement processes and develop a continuous improvement culture. He is also competent in using the Balanced Scorecard, and in designing and delivering business diagnostics to understand current performance and how to move to an improved state. Mark has used an extensive set of methodologies (including, Argenti, the Cynefin Framework, Results Mapping) to facilitate the development of organisational strategies and turn them into action through the creation of meaningful business plans. His experience covers planning work at the Board, Executive Management or operational management levels. These skills are backed up by practical working knowledge of improvement methodologies, (e.g. Agile, LEAN, Six Sigma, WorkOut™). Additionally, Mark has developed the "Coaching For Performance" capability development program that focuses on building skills in team leaders to support a performance improvement culture. From 2003 to 2011 he was a sessional academic (part-time) with Graduate School of Business (QUT) and in 2015 he was appointed as an Adjunct Lecturer to the Griffith University School of Business. Mark has a MBA, holds qualifications in change management, and certifications in Net Promoter Score.

*...the content, techniques and tools you will receive in this engagement you will be able to use for the rest of your life. Seeing these techniques applied to your business will enable you to achieve greater success in strategy, planning and implementation, forever.*

### **Pricing**

*Turn your strategy into meaningful, measurable action now Package: \$8750 (plus GST)*

➡ The business will provide the workshop venue and any catering and a projector.

**To book or enquire:**  
**(email) [mark@markhocknell.com](mailto:mark@markhocknell.com)**  
**or call Mark on: 0438 451 405.**