



# Create Sustainable Business Performance Through Your Employees: The Promise-to-Profits Working Series

## The Promise-to-Profit Series

Why do some companies thrive in good times and survive during the most turbulent times, while others experience greater peaks and valleys or struggle day-to-day? How do some organizations cultivate a brand that people eat, sleep and breath, creating a competitive advantage in the marketplace, while others are....just a logo and color palette?

If 2020 is teaching us anything, it is that many of our tried-and-true approaches to running our businesses and making decisions are insufficient when up against the unexpected. Customers' expectations have shifted from simply consuming a product or service to demanding more of businesses; expecting them to put people over profits, create a sense of community, take care of their employees, and do the right thing. With many tried-and-true approaches to business management and leadership, these emerging expectations can seem at odds with driving productivity and profitability.

What if your access to sustainable business performance was simple, but not easy? What if your ability to thrive and create brands people live-and-love was through meeting the expectations for your employees and customers alike? In this series, we work through implementation of the Promise-to-Profit model for driving improved innovation, employee engagement, customer satisfaction, growth, and profitability for any business to thrive.

Through an Intake Session, Assessment Interviews, one-hour webinars, Q&A calls, and work assignments, we will spend 20 weeks working through the Promise-to-Profit model on **a 1:1 basis** to create immediate business impact while crafting a sustainable path forward to desired business outcomes, employee success, and customer loyalty.

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## Promise-to-Profit Working Series Outline

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1. Intake Session
  - Discuss Client Goals, Objectives and Desired Outcomes
  - Determine Assessment Interviews
  - Establish "Out of Bounds"
2. Assessment Interviews with Key Stakeholders (30 mins, Approximately 5-7 Interviews)
  - Understand perspectives of the business and competitive environment
3. Overview of the Promise-to-Profit Model
  - Roadmap for the weeks ahead
  - Understand how business outcomes will be achieved
4. Promises
  - Create clarity around company, product, and leader messaging
  - Align leader messaging across business functions
  - Start breaking down silos between business functions
  - Learn a model for bringing your brand alive in day-to-day business decisions
5. Employee Experience: Overall
  - Understand the role of employee experience in your overall business results
  - Identify strategic talent needed to drive your business strategy
  - Discover any gaps between Promises and Employee Experience
  - Learn a model to positively impact employee experience in day-to-day business decisions



6. Employee Experience: Belonging
  - Understand the difference between inclusion and belonging
  - Discover the most common drivers of disparity in work experience for women & people of color
  - Uncover any gaps between the overall work experience and that of select groups of employees
  - Learn resources to assist your organization in cultivating a work experience of belonging
7. Employee Engagement
  - Understand the role of engagement in driving innovation, quality and customer retention
  - Create a listening strategy to proactively address potential business issues before they significantly impact business performance
  - Establish baseline metrics for leadership across business functions
8. Business Operations
  - Compile metrics by function to create a holistic view of what is being measured and why
  - Ensure alignment of metrics to desired business outcomes and promises
  - Create understanding and transparency of key metrics across all functional leaders
  - Validate the ability for employees to be successful in achieving business outcomes
  - Identify protocols for ongoing collaboration and alignment between business functions
9. Customer Experience
  - Understand how customer experience drives customer satisfaction and loyalty
  - Map the customer experience by customer segment
  - Discover any gaps between Promises and Customer Experience
  - Create a listening strategy to further cultivate customer relationships and improve loyalty
10. Promise-to-Profit Model
  - Create a personalized snapshot overview of your business
  - Establish a holistic and prioritized game plan using your Promise-to-Profits work
  - Understand your drivers to growth and profitability
  - Determine ongoing alignment and accountability across business functions
11. Completion
  - Review key learnings and revisit key models
  - Learn additional resources for future support
  - Provide feedback
  - Complete the course

*Note: Ongoing Email Support Available 3 months following completion of the Program*

**Key Benefits:**

- **Improved Employee engagement, retention & referrals**
- **Increase productivity and profitability (15-20%)**
- **Greater Customer Satisfaction (+10%)**
- **Strong Alignment across Leaders**
- **Thoughtful approach to Talent Strategy to drive Business Strategy**
- **Growth as a Leader & A Great Place To Work**
- **Improved ability to deal with change, challenge, and the unexpected as a business**