



Addressing Business Needs & Creating Business Breakthroughs via Your Employees & Brand: The VIP Workday

The VIP Workday

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. These emerging expectations can seem at odds with driving productivity and profitability.

We can help. We are uniquely equipped to guide you at the intersection of business, talent, and brand strategy to meet, and exceed, the expectations of employees and customers alike.

The VIP workday is for those who need to make an impact in their business, fast. The workday is useful for those looking to address a broad set of challenges at a top level, or to go deep into a single challenge. Through two one-hour phone calls, interviews, and a workday, we will help you create a path forward to turn challenges into your next success story.

Workday Outline

Pre-Work

A zoom call that will take place approximately ten (10) business days prior to the workday. All key participants should be on the call.

- Discuss objectives and outcomes for the workday
- Align on what success looks like for the day
- Determine Assessment Interviews
- Share key documents, information, and resources
- Establish "out of bounds"

Assessment Interviews with Key Stakeholders (30 mins, Approximately 3-4 Interviews)

- Understand perspectives of the business and competitive environment

HeatherP Solutions will prepare third party and online research in service of Workday objectives

WorkDay

This is a full day working session, either via zoom or in-person. All key participants should plan to participate fully throughout the workday.

1. Future State (2 Hours)

- Align on a vision for the future state 3-5 years from now
- Establish the importance to the overall business success that Future State is achieved
- Identify challenges and obstacles to the Future State
- Identify strengths and assets to enable Future State



2. Key Initiatives (3 Hours + 1 Hour Lunch)
 - Identify three (3) Key Initiatives to enable Future State
 - Determine critical workstreams for each initiative
 - Understand interdependencies of the Key Initiatives and related workstreams
 - Prioritize Key Initiatives and workstreams
 - Identify Quick Wins
3. Action Plan (2 Hours)
 - Determine decisions or alignment needed to move forward
 - Establish timeline by workstream
 - Assign ownership
 - Create accountability structures
 - Ensure objectives and outcomes from the day were achieved

Post-Workday

- Three (3) weeks of email support following the workday for questions and clarifications
- One (1) sixty-minute zoom call that will take place approximately ten (10) business days after the workday
- Assessment and Feedback