

Executive Events

Purpose

It is not unknown for organisations to recruit a group of highly talented individuals to Director roles but fail to get the individuals to work well together as a collective. On the other hand, organisations can also fall lucky and have high-performing Executive Teams. The risk with this scenario is that a high-performing team can crash if key individuals leave.

The purpose of an Executive Event is to proactively create a high-performing Executive Team and, in doing so, remove the above risk. It is well established that the best way to develop a high-performing team is to put people in a room together and give them something they have in common to work on. An Executive Event lifts this idea up to an organisational and strategic level.

Typical aims

Typical aims are to:

- Look to the future
- Provide an opportunity for quality thinking time
- Identify and plan for future challenges
- Reflect on progress and achievements
- Do Real Work
- Develop the team
- Create alignment and momentum

Typical contents

Typical contents include:

- **Individual Work**
A high-level review consisting of a series of questions designed to get the strategic juices flowing and establish where the each individual thinks they/their department/the organisation is at, both strategically and operationally. This is a unique opportunity for each individual to compare and contrast where they are in comparison to their colleagues and is especially important for the leader.
- **Leader Speaks**
An opportunity for the leader to set out their stall, say what is on their mind and spell out their priorities for the team and organisation
- **Strategy review**
Review current strategies (see also the Briefing Note for Strategy Development Events)
- **Real Work**
Typically scoping and determining a way forward for topics that are strategically important to the organisation
- **Getting to know each other better**
The team learn more about each other, e.g. backgrounds, preferences

Format and frequency

These events are best run over 2 days at an off-site location conducive to strategic thinking. The frequency needs to be a minimum of once-a-year or, better still, 6 monthly. If there is a lot of change going on, our recommendation would be three times per year.

Who should attend?

- (1) The Chief Executive/Managing Director
- (2) Directors, i.e. direct reports

Developing the Corporate Brain

One of the ultimate aims of an Executive Event is to develop the Corporate Brain of an organisation. The signs of an effective Corporate Brain are that it:

- (1) Takes direction from the leader
- (2) Is able to debate issues of organisational importance with balanced participation and input from each member then come to a jointly accepted, sensible and strategic conclusion
- (3) Thinks strategically and doesn't get bogged down in detail
- (4) Is able to do Real Work quickly and efficiently, i.e. dissect something of organisational importance, identify issues, evaluate options and decide a way forward
- (5) Prefers data over anecdote and opinion
- (6) Makes the decisions made and actions agreed upon happen
- (7) Directors participate in the running of the whole organisation, not just their directorate
- (8) Talks with one voice throughout the organisation
- (9) Has behaviours and meeting habits that are 'straight out of the manual'
- (10) Is able to take crises in its stride
- (11) Focuses on the customer
- (12) Is able to deal with changes in team composition without losing pace and performance
- (13) The individuals in it are united by the mission and vision of the organisation
- (14) Speaks the language of improvement

Running regular Executive Events will contribute to the development of all the above.

How we work with you

Stage 1 - Planning meeting

We will hold a meeting with the leader of the organisation to find out the background, the status of any current strategy, objectives, who is involved, issues and other relevant information. If necessary, 1-1 meetings can be held with other key individuals to find out their viewpoints.

Stage 2 - Proposal

We will prepare a proposal outlining the structure and contents of the event.

Stage 3 - Delivery

We run the event.



Stage 4 - Review letter

We will send you a review letter documenting key points, our reflections, recommendations and suggested next steps.

Stage 5 - Review meeting

Finally we will hold a review meeting, discuss the contents of the review letter, find out what's happened since and agree any next steps.

