



Hi All,

Each quarter, we take a day to update and critique, encourage and support our execution on our business plans. Our October Workshop is designed to improve our process for executing on and increasing our competitive abilities even further.

Many of us can see/vision what we want to accomplish and sometimes figuring out the step by step actions to achieve/create that vision becomes daunting. Our October Workshop is designed to provide you with tools and processes to execute on your vision.

## **LUNCH**

All who are attending the morning Workshop session are invited to join us for lunch. Please let Marlaina Williams or Michele Bosworth know as soon as you can that you intend to stay for lunch.

## **GUESTS**

There will be CEO potential Member candidates joining us for this Workshop.

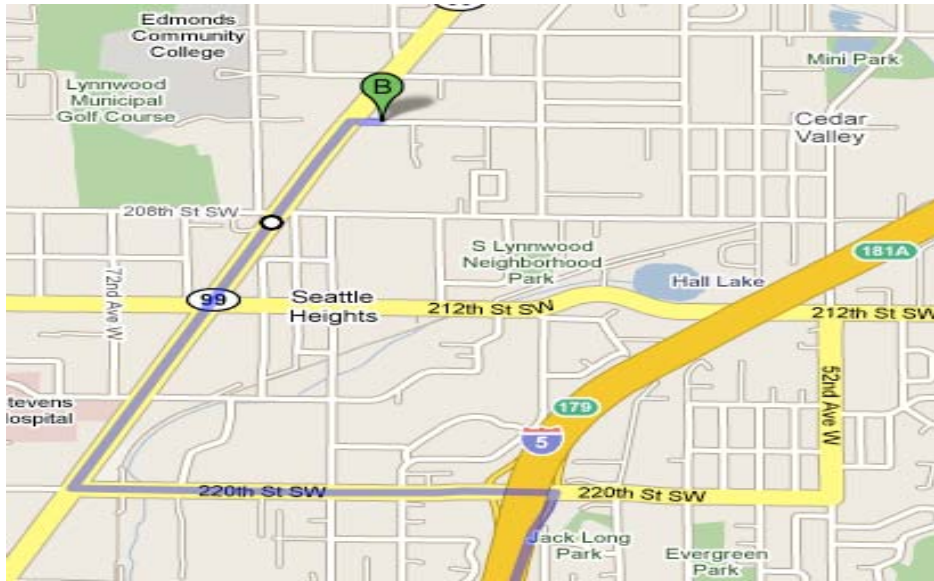
## **HOST MEMBER**

Jeff Becker CEO of Kotis Design, Inc.

**WHERE WE WILL MEET:** In October Group #4, North Seattle/Everett, will meet at Kotis Design Associates, Inc. at 6414 204<sup>th</sup> Street SW, #200, Lynnwood, Washington 98036

**FROM SEATTLE:** Take I-5 North about 12 miles to exit #179, for 220<sup>th</sup> Street SW. Take a left turn on to 220<sup>th</sup> Street SW and travel just under a mile. Turn Right at on to WA-99 and travel one mile. Turn Right at 204<sup>th</sup> Street SW. The location is a business park with several buildings and Kotis is in the second building from the street.

MAP:



Be well,

*Dave Shapiro*

David Shapiro  
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Leadership, Business Growth & Life Balance™  
Questioning the Answers You Have™

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EXECUTIVE LEADERSHIP EXCHANGE

**AGENDA October 15, 2008**

- 9:00 AM Members and CEO Candidates, meet at Kotis Design – Breakfast and Social Time
- 9:00 AM Check-in and Issues Development: We begin promptly. CEO MEMBERS only (we use this time to Raise and Prioritize Issues that will be addressed in Members only session)
- 9:30 AM CEO Member's Only Session: Host Member presents on his/her company and issues the Host has for the Group.
- 11:00 AM Break
- 11:15 AM Member Issues
- 12:15 PM Lunch
- 1:15 PM PRESENTATION: Overview – Thinking about old problems in different ways. Relative Competitive Advantages. What are they and why should I look at this again? Building your team and who should I hire first?
- To receive best value from this workshop, you will need to have answered the following questions:  
What does my company do better than its competitors?  
Do I know this to be true, hope it is true, or just wish it were true?  
What data do I have to support this?  
How good are my competitors?  
What will they be doing next year that will make them even better?  
How do I feel about my company's ability to achieve its goals over the next 12 – 18 months (1 – 10, with 1 being low)? Why?
- EXERCISE #1: Porcupine
- Handout: Competitive Advantage Categories and Questions
- PRESENTATION: Strategy Clarification – Now that you have it, what will you do with it?
- EXERCISE #2: Articulating Strategy
- Handout: Acquisition as a Strategy for Growth – 12 steps  
Handout: Distribution Channel Opportunities
- 2:30 PM Break
- 2:40 PM PRESENTATION: Execution Perfection
- EXERCISE #3: Obstacles to Growth
- PRESENTATION: Unique Execution Tools
- EXERCISE #4: The Brilliance of You
- 3:40 PM Summary and Conclusion
- 3:50 PM Feedback on presentation and commitment to 30 day action
- 4:30 PM Adjourn



## Executing on Vision, Strategy and Business Plans

### **PROGRAM October 15, 2008**

Our October 2008 program is all about what it takes to effectively implement your Vision or plan.

Through this Workshop, you will learn

- New ways to approach and think about strategy development and execution
  - How to ask questions that help you analyze your business that lead to action
  - Requirements for a successful merger or acquisition
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### **PREPARATION**

Come ready to work. To take advantage of this program and gain the most for you and your company, prior to this workshop please bring

#### **BRING AND BE PREPARED TO USE:**

1. What does my company do better than its competitors? \_\_\_\_\_  
\_\_\_\_\_
2. Do I know this to be true, hope it is true, or just wish it were true? \_\_\_\_\_  
What data do I have to support this? \_\_\_\_\_
3. How good are my competitors? \_\_\_\_\_  
What will they be doing next year that will make them even better? \_\_\_\_\_  
\_\_\_\_\_
4. How do I feel about my company's ability to achieve its goals over the next 12 – 18 months (1 – 10, with 1 being low)? \_\_\_\_\_ Why? \_\_\_\_\_  
\_\_\_\_\_

### **QUESTIONS THE CEO SHOULD BE ASKING**

1. What is preventing my company from strongly executing on our plans?

### **TAKEAWAYS**

Upon conclusion of the workshop, you will take away:

1. How to design and use a Competitive Advantage Worksheet
2. Developing and using a distribution Channel Checklist that leads to action
3. Learn about additional resources for further and deeper execution skills and tool development

## **WORKSHOP PRESENTER: Tim Johnstone**

**Tim Johnstone, President**, has CEO and Fortune 500 Division Management experience, and has held senior functional roles in Sales and Operations management. Tim has bought and sold companies, negotiated strategic alliances and managed merger and acquisition integrations. Tim holds a BS degree in Economics, and an MBA in Finance.

Johnstone Advantage team members have a wealth of experience in many areas of functional specialty, and can be called upon to help you effectively execute a winning strategy. Let us help your business achieve its potential.

### **The types of organizations we serve best are:**

- Companies that want to ensure they are maximizing the leverage of their competitive advantages in a soft economy and operate at peak performance.
- Mature companies whose business proposition has played out well but now face flattening sales and need to figure out how to re-ignite growth.
- New companies that want to launch in a steep trajectory, minimize their launch mistakes or have made one and need help righting the ship and re-launching.
- Privately held companies whose owners need to plan and execute an exit or generational hand-off.
- Companies that want to grow via acquisition or need to develop better strategic partnerships with vendors, customers, owners or other partners to improve their performance.

### **We provide guidance and solution implementation in the following areas:**

- Strategic Planning and Execution
- Marketing Strategy and Market/Channel Development
- Sales Acceleration
- Acquisition and Alliances as a Strategy for Growth, Mergers, and Exit Strategies
- Organizational Development and Growth Management Planning
- Executive Coaching and Development