



Total Engagement Leadership

6 WEEK STRATEGY LAB

www.brianmaddocks.com



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Strategy: How to Work ON Your Business

A 6-WEEK WORKSHOP TO BUILD A CUSTOM
STRATEGY YOU CAN ACTUALLY EXECUTE

We've all heard the advice: "Work ON your business, not just IN it." It sounds right. It sounds smart. We get it. Most business leaders don't struggle with the idea—they struggle with how to do it.

That's where this course comes in.

In this course, we walk you through MBA-level business frameworks, Engineer-proven design techniques, and Military-grade execution to build YOUR business machine. In the end, you'll know exactly what to do, exactly what not to do, and why it matters.

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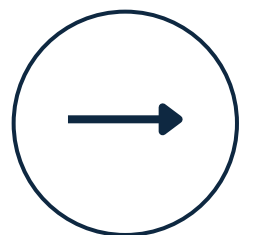
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WHO IT'S FOR?

THIS 6-WEEK VIRTUAL PROGRAM OF 90-MINUTE VIRTUAL TRAINING SESSIONS IS DESIGNED SPECIFICALLY FOR

- Private Equity fund managers needing to operationalize leadership and strategy across portfolio companies so they can exponentially scale from start-up to world-class.
- Operational Excellence leaders of Mid- and Large-sized corporations needing to quickly scale their teams for elite performance on critical programs.

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6 WEEK PROGRAM OUTLINE

- **Week 1: VAST and Value**

- VAST Overview
- Value: Five Questions
- Homework – Outline your value proposition by answering the five questions

- **Week 2: Activities**

- Review and Q&A from last session
- Activities: Functional Architecture
- ICOM notation and example
- Homework: map your business Activities

- **Weeks 3: Systems**

- Review and Q&A from last session
- Systems: Physical Architecture
- ICOM notation and example
- Homework: map your business Systems

- **Week 4: Targets**

- Review and Q&A from last session
- Targets: Financials & KPIs
- Homework: Develop your business Targets

- **Week 5: Integration**

- Review and Q&A from last session
- Your Integrated Business Design
- Homework: Create your business design

- **Weeks 6: Gap Analysis and Plan of Action**

- Review and Q&A from last session
- Your business gap analysis
- Your action plan
- Next steps – The FLITE Execution Framework

