Total Engagement Strategies

VAST

LEADERSHIP IN CONTEXT

www.brianmaddocks.com

Total Engagement System

VAST Mindset

VAST Elements

1. Value
2. Activities
3. Systems
4. Tools

Business Machine

VAST Context

Core Values

WELCOME

BRIAN “MADDOG” MADDOCKS

Founder and CEO, Total Engagement Strategies

Brian “Maddog” Maddocks is a former U.S. Air Force fighter pilot turned corporate strategic advisor who brings a mission-first mindset to leadership, team engagement, and business transformation. His career has been a fusion of discipline, agility, and critical thinking—skills honed in the “battlespace”—that he now applies to developing empowered team leaders, high-performance teams, and world-class organizations in the “business space”.

Total Engagement Strategies

VAST STRATEGY FRAMEWORK

THE
TOTAL ENGAGEMENT
SYSTEM

PILOT
LEADERSHIP
FRAMEWORK

FLITE
EXECUTION
FRAMEWORK

ENGAGEMENT

ENGAGMENT – WHY IT MATTERS

Gallup Employee Engagement Results (2024)

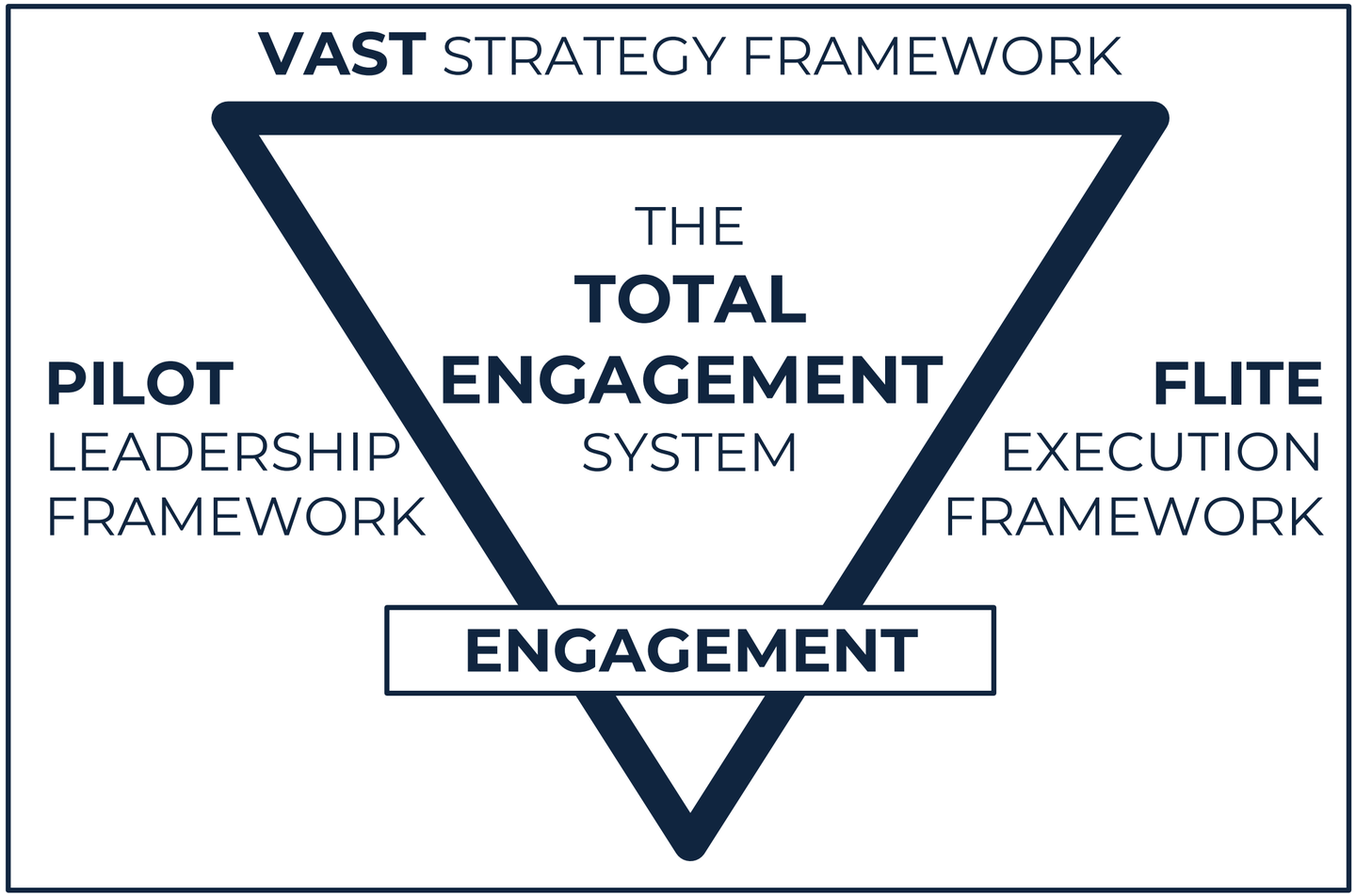
- **33% are Engaged** – they take Initiative
- **51% are Not Engaged** – they go through the motions
- **16% are Actively Disengaged** – they're destructive

Highly-Engaged Teams a 23% increase in profit

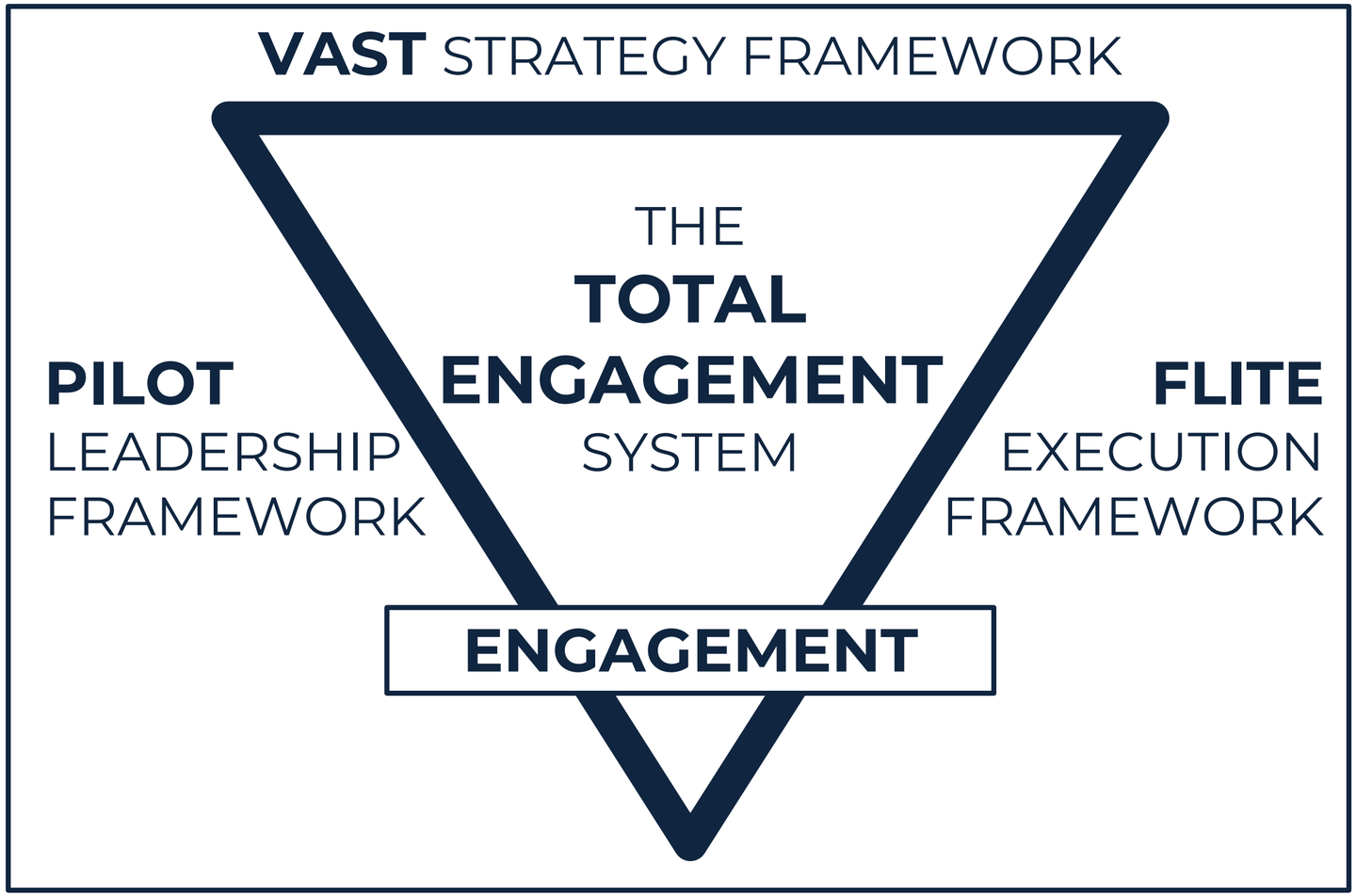
70% of variance in ENGAGEMENT is directly attributable to the manager (Gallup)

PILOT is Leadership in Concept

Purpose
Initiative
Leadership
Opportunity
Tools



Total Engagement Strategies



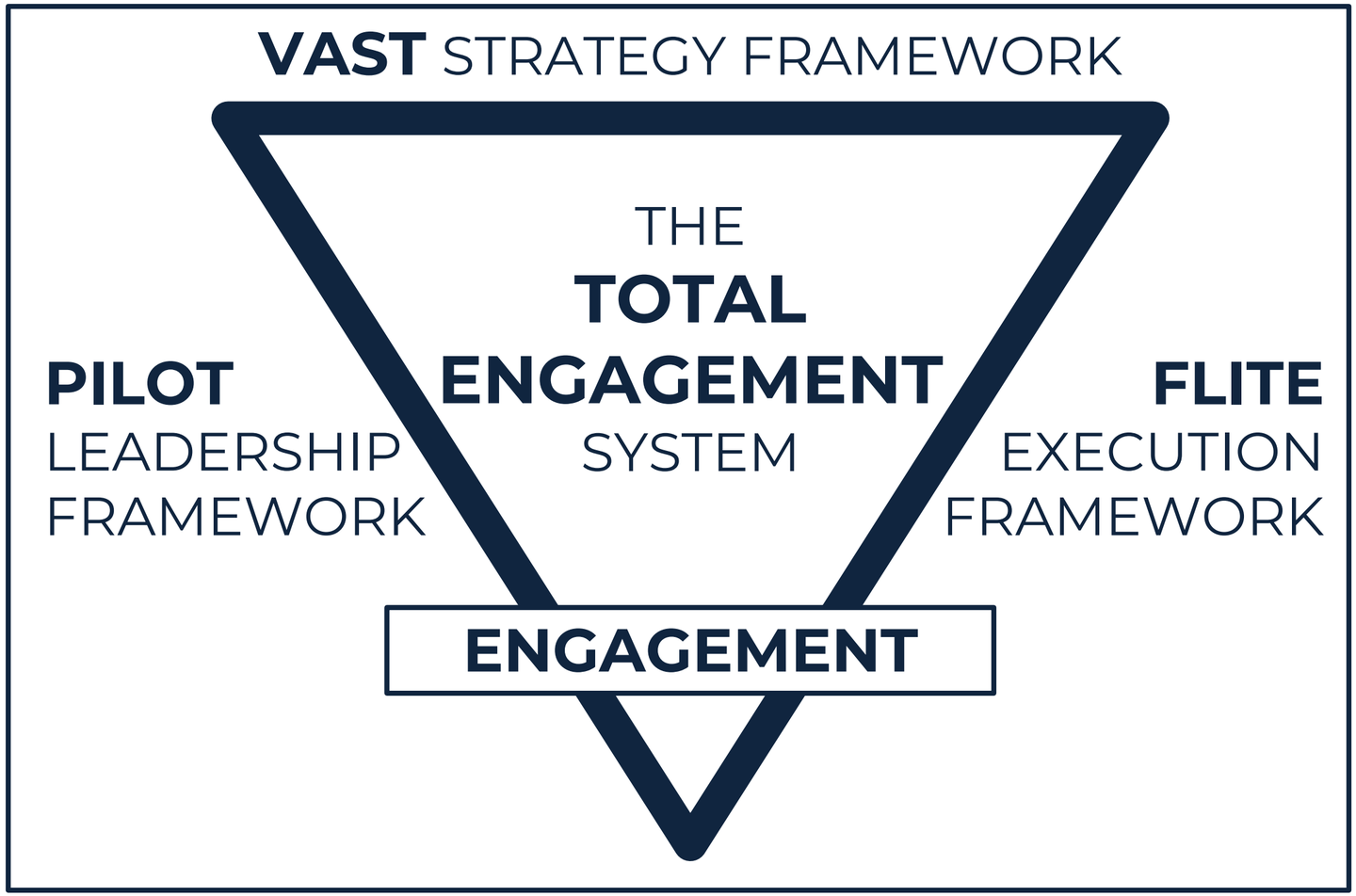
FLITE is Leadership in Practice

Focus
Launch
Implement
Track
Evaluate

Total Engagement Strategies

VAST is Leadership in Context

Value
Activities
Systems
Targets



Total Engagement Strategies

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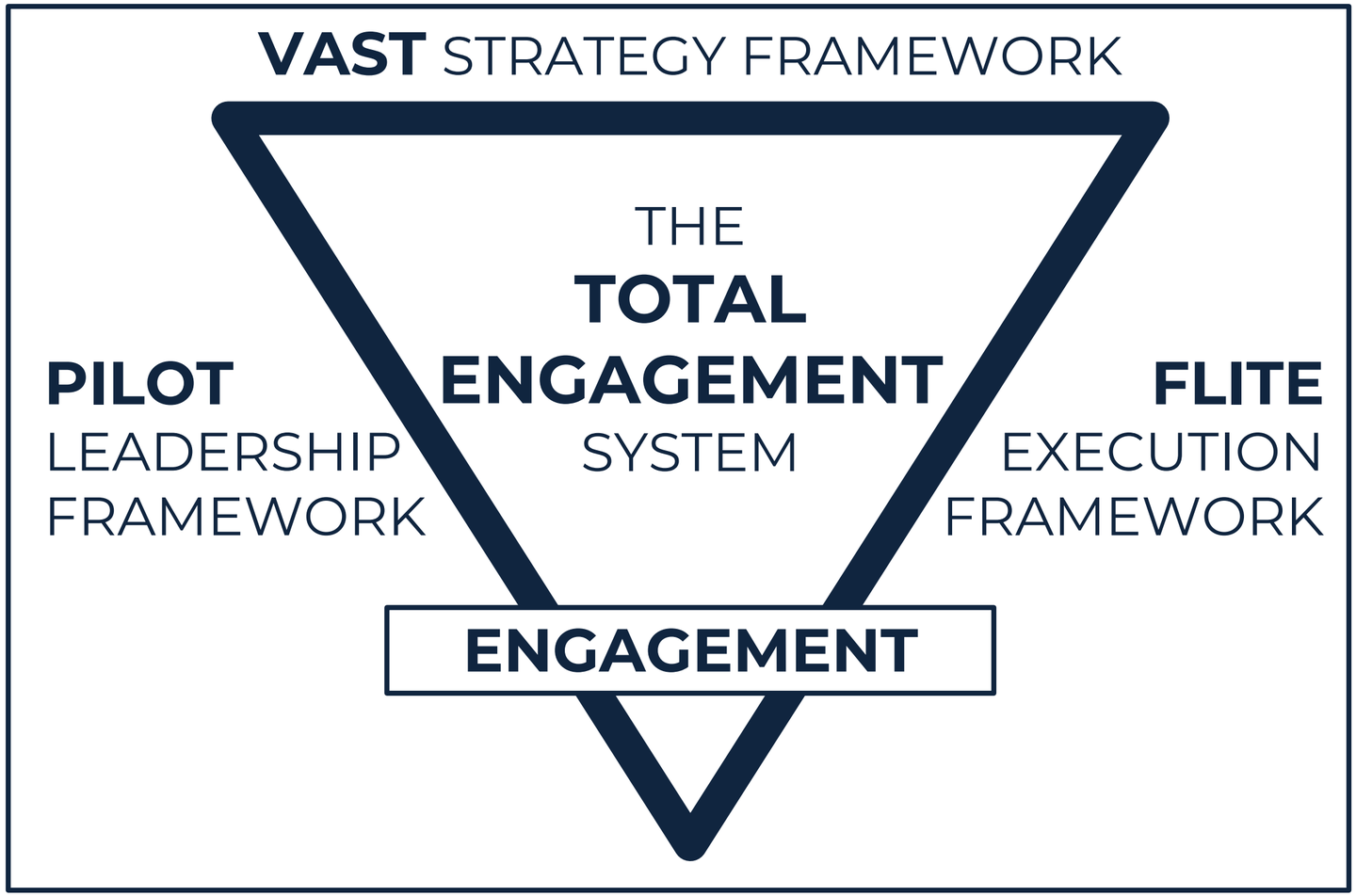

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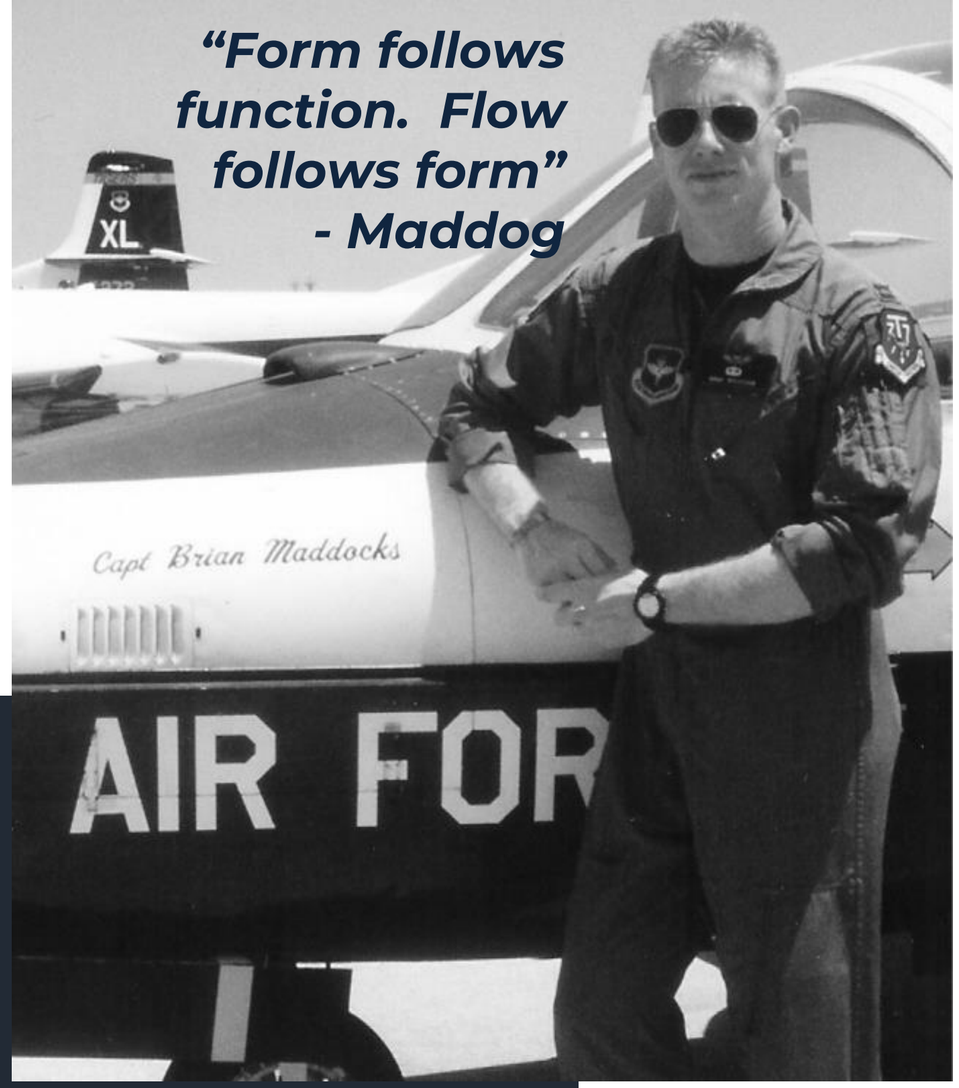
VAST

A DISCIPLINED FRAMEWORK FOR BUSINESS DESIGN



Empowers Team Leaders

Engages Team Members

Builds Real Teams

Drives Mission Execution

VAST IS LEADERSHIP IN CONTEXT

VAST Mindset

“Organizations should be designed with as much care as the products they produce.”

- Roger Martin, *Playing to Win*

“Any strategy, no matter how smart, is dead on arrival if the people who have to carry it out don’t understand it, or worse, don’t believe in it.”

- Patrick Lencioni, *The Five Dysfunctions of a Team*

VAST CONNECTS THE MISSION, THE MACHINE, AND THE MANPOWER.

VAST ELEMENTS

VALUE

The Value that the Firm creates – the Firm's Value Proposition

ACTIVITIES

The Value Chain – The business Activities the Firm performs—and in what order it performs them—to create Value

SYSTEMS

The People and the Tools that perform the Activities

TARGETS

Financial and Performance Indicators that measure the effectiveness and efficiency of the Business Activities

VALUE

A FIRM'S VALUE PROPOSITION CONSISTS OF:

- **MISSION** – "Why?"
- **VISION** – "Why Not?"
- **IMPACT** – "So What?"
- **CUSTOMERS** – "Who Cares?"
- **COMPETITION** – "Why Me?"

ACTIVITIES

- Activities define the Value Chain
- Activities are the Functional Architecture of the Business Model
  - **WHAT** Activities are done
  - The **ORDER** in which the Activities are done
  - The **INTERFACES** between Activities

WHAT THE FIRM DOES,
REGARDLESS OF **HOW**

SYSTEMS

HOW THE FIRM EXECUTES THE ACTIVITIES

THE PHYSICAL ARCHITECTURE—**THE FORM**—OF THE BUSINESS MACHINE

INPUTS – Consumables

OUTPUTS – Products

CONTROLS – Rules & Triggers

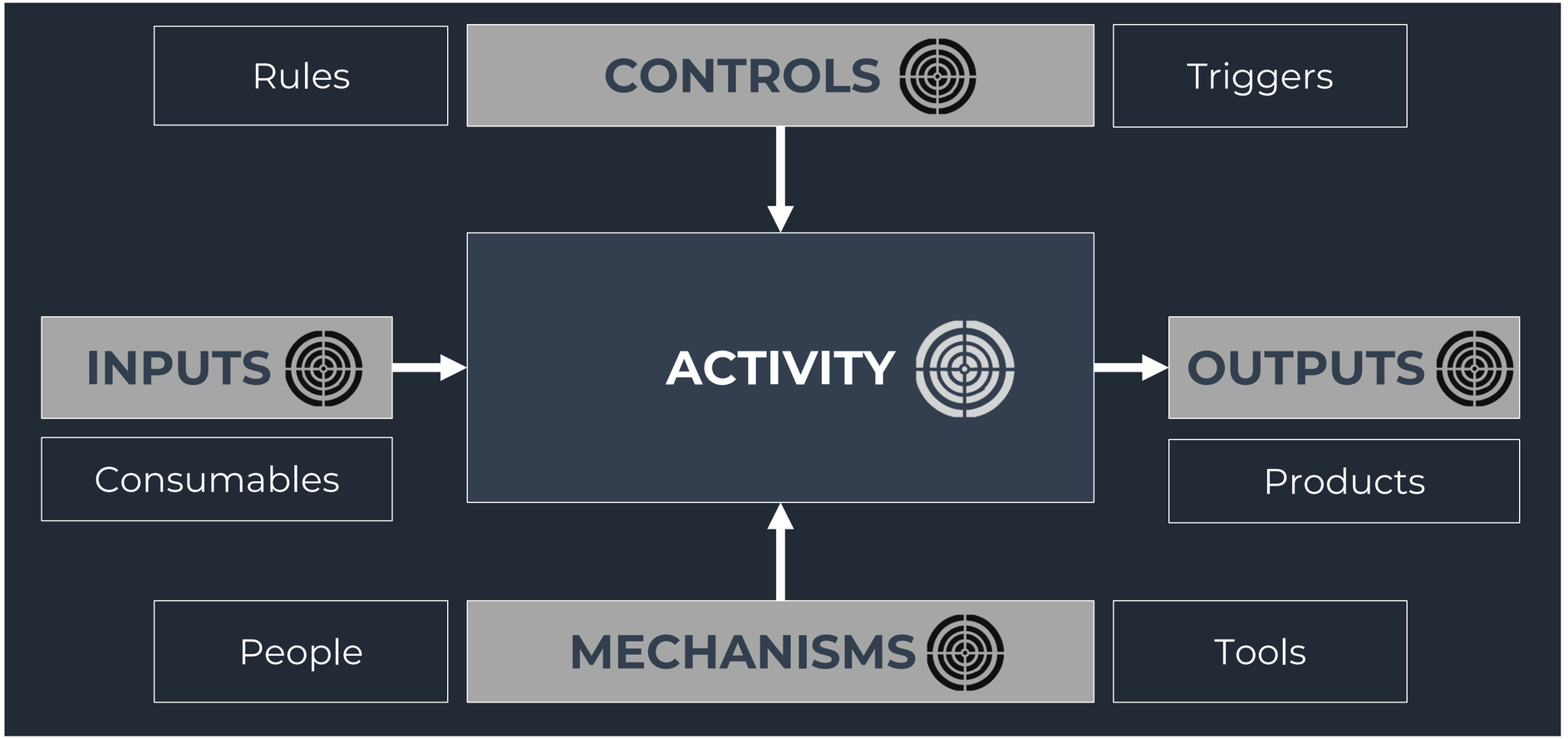
MECHANISMS – People & Tools

TARGETS

"AIM SMALL, MISS SMALL"

- Financial Targets
  - Profit = Revenue – Cost
  - Cash Flow
  - Lagging Indicators – cannot proactively manage
- Key Performance Indicators (KPIs)
  - Leading Indicators
  - From the Business Design
- Flow follows Form – business performance is a function of business design

BUSINESS MACHINE DESIGN



Total Engagement Strategies

VAST – Leadership in Context

Define the **Value** – Mission, Vision, Impact, Customers, Competition

Design the **Activities** that create the Value

Build the **Systems** that perform the Activities

Implement the **Targets** that control the Machine

FORM FOLLOWS FUNCTION

FLOW FOLLOWS FORM

Total Engagement Strategies

CORE VALUES

- **Servant Leadership** – Action become obvious when we focus on those we serve
- **Courage** – Moving forward despite fear and uncertainty
- **Humility** – The foundation of and arbiter between integrity and loyalty
- **Excellence** – That which can be attained in the pursuit of perfection

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VASTStrategyFramework.com

PILOT is Leadership in Concept

DRAFT

PILOTLeadershipFramework.com

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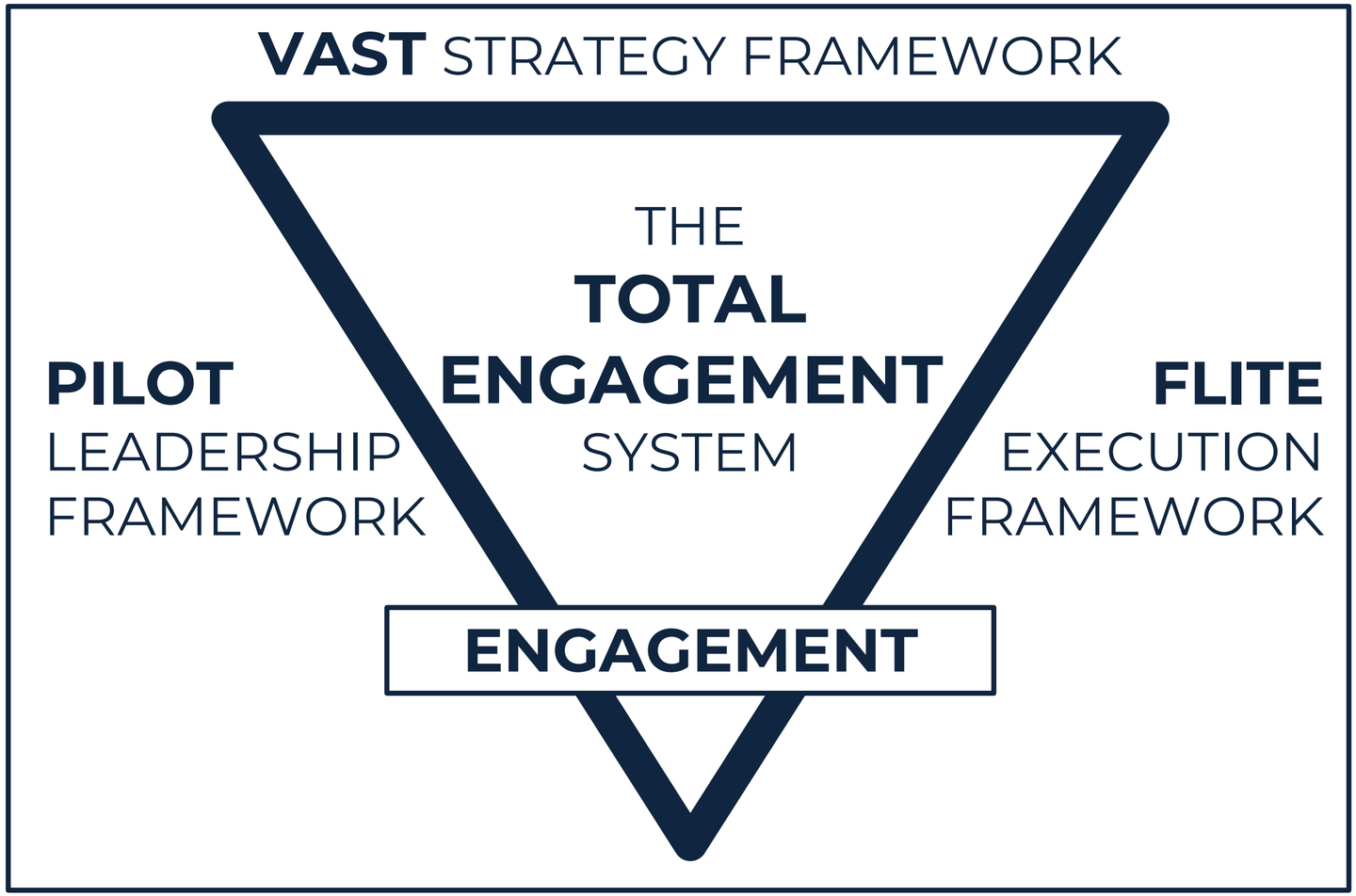

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THANK YOU

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