

**HAVE YOU THE RIGHT PEOPLE
TO DRIVE STRATEGY?**

**HAVE YOU THE RIGHT
STRATEGY TO EXECUTE?**

**ARE YOU WASTING CASH ON
POOR EXECUTION?**

**HAVE YOU ENOUGH CASH TO
GET THE RIGHT PEOPLE?**

Learn the **practical** strategy, people, cash and execution habits used by the senior teams at **Goldman Sachs, Dell, Starbucks, Southwest Airlines, and FedEx**. Habits that you can implement immediately when return to your office.

Apply this knowledge to strengthen your company culture. Know what's working and what separates today's fastest growth businesses.

WHAT YPO'ERS WHO ATTENDED IN 2011 HAD TO SAY:



Excellent delivery. Excellent event. Lots of take home value –
Cemil Gandur (Greater Europe Chapter)

Extraordinarily implementation oriented; great since we could bring our teams with us; so far the best YPO seminar I have ever attended –
Jochen Werz (Greater Europe Chapter)

The most intense and highest value for time and money training event from YPO so far. I wish we can have some of this in HBS –
Izi Kohen (Istanbul Chapter)

Event was not only thought provoking, but also giving the actual tools to transform the organization for further growth -
Anar V. Aligioulov (Europe One Chapter)

Absolutely fantastic event- highly recommended it –
Sharen McCabe (Dublin Chapter)

The team arrived half convinced but returned very motivated –
Gilles Bonaert (Greater Europe Chapter)

FAST FACTS

EVENT CHAMPIONS:

Gene Browne gene@citybin.com
(Greater Europe)

LOCATION:

Prague

VENUE:

Radisson Blu Alcron Hotel

2012 DATES:

May 30th (19:30) – June 1st (17:00)

RESOURCE:

Verne Harnish.
Author of Mastering the
Rockefeller Habits.
www.gazelles.com

AUDIENCE:

YPO Members and their
Executive Teams.
Maximum of 8 per team.

FEES PER TEAM:

€4,650 per team of five
people (YPO Member + Four
Executives) plus €750 for each
additional team member.

INCLUDED:

All course materials, lunches,
snacks and evening dinner on
Thursday 31st.

EXCLUDED:

Travel and accommodation.
The Radisson Blu Alcron Hotel
is a 'YPO' managed hotel and
will provide a special 'Only in
YPO' rate for Bed & Breakfast.
Details to follow.

**CANCELLATION &
REFUND POLICY:**

Before Feb 28, 100%.
Before March 31, 50%.
From April 1, 0%

YPO Executive Education

Rockefeller Habits Workshop 2012



PROGRAM TAKE-AWAYS

EXECUTION

- ✓ How meetings eliminate the perception of micromanagement
- ✓ 3 Daily Huddle must-haves (invest 15 minutes to free up a full a hour)
- ✓ Weekly Meeting Checklist: 6 crucial items you can cover in 60 minutes
- ✓ Sharing your DNA: Monthly Meetings guaranteed to get your entire team on the same page, at the same time— and avoid “Groundhog Day”.
- ✓ Quarterly Meetings: 5 non-negotiable agenda items to align everyone with the organization’s goals and priorities
- ✓ Energise Them: Specific ways to rally your troops using quarterly themes
- ✓ The single most powerful question to ask in Quarterly Meetings to guarantee scalable gains

ORGANIZATIONAL STRUCTURE

- ✓ The weakness in most growth environments that poses the biggest threat
- ✓ Accountabilities vs. Processes: the difference and why you must track both
- ✓ Drilling down: The real reason to chart workflow

PEOPLE

- ✓ Best-Practice Hiring Techniques: How to spot, attract and keep top talent
- ✓ Highlights from a Harvard University study to help you connect with every single person in your organization
- ✓ The hottest senior position in today’s growth companies (create it, fill it, and watch everyone get smarter)
- ✓ Business Units vs. Functional Heads: Find the perfect balance and keep customer satisfaction soaring
- ✓ The Almost Matrix Organization: A gold nugget from a management sage whose theories have stood the test of time

GROWTH TOOLS

- ✓ Accountabilities Worksheet. Get the right people doing the right things.
- ✓ One-Page Strategic Plan. Every person in your organization must be on the same page. This is that page.
- ✓ Rockefeller Habits Checklist. Every experienced pilot goes through a pre-flight checklist. You should too.
- ✓ Who-What-When Worksheet. Build a better to do list and drive tactical priorities.
- ✓ KPI Worksheet. Identify the numbers you must watch daily to maintain your growth trajectory.
- ✓ Critical Numbers Worksheet. Track short-term, focused, measurable outcomes.
- ✓ Cash Conversion Cycle Worksheet.

WHAT YPO’ERS WHO ATTENDED IN 2010 HAD TO SAY:

“My rating is actually an 11. Single best YPO education event that I have been to in 15 years of YPO.”

“Verne’s work was excellent (as close to a 10/10 ranking as I have ever given). I really enjoyed his content, style and understanding of the audience.”

“Verne is very engaging and thought provoking. His experience and first-hand knowledge makes this a “real” education versus just academic.”

“Verne was excellent. His examples really outline how valuable these tools are.”

“I have already recommended Verne’s book, thus the impact on me personally was great.”

“Verne is a guru – the best speaker I have seen in some time.”

“Verne provided very practical advice that can be incorporated right away.”

“Verne is best YPO resource I have ever experienced.”

DRAFT AGENDA

Day One: May 30th (19.30-22.00h / Introduction)

- ✓ Introduction to the Rockefeller Habits

Day Two: May 31st (08.30-22.00h / People & Strategy)

- ✓ Cash Model – a tool to double your operating cash flow in twelve months
- ✓ Market Intelligence – how leading firms “learn faster” to remain ahead of their competitors
- ✓ People – how to select and hire A players and then avoid demotivating them
- ✓ Core Ideology – bringing your core values and core purpose alive—energize your employees
- ✓ BHAG (Big Hairy Audacious Goal) – aligning it with your business fundamentals
- ✓ Brand Promise – the key strategic decision that differentiates you from competitors
- ✓ X Factor – find the 10-30 times advantage over competitors that helps you dominate your industry
- ✓ Annual and Quarterly Focus – the critical short term decisions an executive team can make to drive alignment
- ✓ Team Study Session

Day Three: June 1st (08.30-17.00h / Execution)

- ✓ Rockefeller Habits Checklist – ten essential habits that reduce the executive time needed to manage the business from 50 hours/week to less than 15 hours
- ✓ Meeting Rhythm – the daily, weekly, monthly, quarterly, and annual meeting rhythm and the specific agendas that make them effective and practical
- ✓ Metrics – the three types of metrics that drive the business on a daily and weekly basis
- ✓ Priorities – using daily, weekly, and quarterly themes to drive alignment and focus
- ✓ Organizational Structure – the three types of organizational charts and how to apply them to keep everyone accountable
- ✓ Themes – how to use them to make your priorities memorable and add energy to your organization

TOOLS FOR MANAGING THE CHAOS THAT COMES WITH GROWTH

To receive a registration form please email Shirin Mesbah smesbah@ypowpo.org

VERNE HARNISH

VERNE HARNISH is recognized as the “Growth Guy” globally and his book “Mastering the Rockefeller Habits” has been the #1 Strategy book for growth firms (Amazon ranking) for the past five years, ranked alongside “Good to Great,” etc. Verne is founder of the world-renowned Young Entrepreneurs’ Organization (YEO) and chaired for fifteen years EO’s premiere CEO program, the “Birthing of Giants” and WEO’s “Advanced Business” executive program both held at MIT. Founder and CEO of Gazelles, Inc., Verne has spent the past 26 years educating entrepreneurs. The “Growth Guy” columnist for various publications, Verne was named one of the Top Ten Minds in Small Business by Fortune Small Business. He’s the author of “Mastering the Rockefeller Habits” which is endorsed by over 100 CEOs of mid-size companies and is published in Chinese, Japanese, Korean, Serbian, Polish, Dutch and Spanish. Verne co-chairs Malaysia’s “Making of Asian Giants” executive program and chairs Australia’s annual “Growth Summit”. He’s married with four children and enjoys magic as a card-carrying member of the International Brotherhood of Magicians.

