



Lead, Learn, Change, Thrive. and the WhiteWater Logo are trademarks of the WhiteWater International Consulting, Inc.
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- Establish a unique, sustainable, defensible competitive position for the company that customers value.
- Align the activities of the organization to that strategy recognizing that competitive advantage arises from the fit across activities.
- Clearly choose what NOT to do.

STRATEGY

RIGHT,
RIGHT,
RIGHT

ALIGN
THE
ARCHITECTURE

CULTURE
OF
COMMUNICATIONS

RESULT
ORIENTED
GOALS

- Align individual and team goals to the Strategy
- SET (Start-End-Timeframe) Result-oriented Goals
- Stretch yourself and the organization beyond current capabilities

- Create a direct line of sight between performance and results (Good)
- Provide comparisons between current performance, the goals or standards and the all-time best performance (Better)
- Show trends over time (Best)

- Generate Learning; Create Accountability
- Set the Rhythm
- Hold Effective Follow-up/Follow-through Conversations
- Verify and Document next steps

VISIBLE
SCORE
CARD

FOLLOW-UP/
FOLLOW-
THROUGH

CRITICAL
PERFORMANCE
DRIVERS

RESULTS

- Know WHO you want
 - Values-fit + technical/functional capability + ability to adapt and grow
- Engage the people you have
- Assess your talent and bench strength
- Build Capabilities: Development that works

- Architecture creates Organizational Gravity
- See yourself as an organizational architect
- Design the architecture
 - Systems, Structures, Processes and Culture
- Recognize: This is the "hard stuff"

- Communicate, Communicate, Communicate: Once is Not Enough
- Set the Foundation: Integrity, Trust and Respect
- Don't just "listen"... Engage in the conversation
- "Feedback is the Breakfast of Champions.... as long as you're willing to eat it"
- Be Courageous

- Determine the performance drivers
- Track execution
- Deliberate Practice: Systematically improve the ability to perform
- Regularly reassess your performance drivers
 - Not hitting your goals
 - Take performance to a higher level
 - Performance requirements change

- Find an accountability partner
- Get comfortable with being uncomfortable
- Steadfast Focus, Nimble Methods
- Celebrate Wins and Great Efforts