



# EXECUTIVE ACUMEN

OUT-THINK YOUR COMPETITION



> "Executive Acumen, is a program that is *personalised* to my environment, my business, my people, my challenges. It's definitely not the one-size-fits-all commodity approach. Every day I was immersing myself into my world."

"Executive Acumen has changed my mindset about *what makes a business* ... We've really clarified our focus."

– Alan Christie  
Netspot Pty Ltd

## The Executive Acumen program enables business resilience by out-thinking your competition in a turbulent world

**Have you got the thinking and leadership capability to master this challenging new business environment?**

The Executive Acumen Program is a **proven pathway** to business resilience that integrates experienced and pragmatic thought leadership, a robust and challenging business learning experience, business interventions designed for a globally competitive marketplace and relevance to your business context.

- Content – pragmatic, commercial, proven process, thought leaders with global experience in diverse business contexts
- Contact – 12 month journey creating a compelling need for change that is enabled through proven business interventions
- Context – adapt to create value, shaped to fit your business context, create a new language of business
- Move from static business planning to dynamic strategic thinking and unity of commitment and execution accountability
- Build an enterprise culture defined by aligned identity and purpose
- Re-shape, re-energise and turbo charge the thinking horsepower of your business
- Out-think the competition and create strategic agility



in today's business environment you have to *out-think* your competition

Contact the Executive Acumen program coordinator at Acumen International  
**07 3236 1777 or [info@acumenintl.com.au](mailto:info@acumenintl.com.au)**



## Preparation

### Stage 1

October/November 2011

- Business Reality Check
- Foundations of Executive Acumen
- Authentic Leadership

*Thought Leaders*

GREG LOUDOUN  
WADE KEENAN

### Diagnostics

LEADERSHIP SPOTLIGHT™  
TEAM MANAGEMENT  
PROFILE™

### Group Coaching Sessions

WADE KEENAN  
LINDA SHAFFER-VANARIA

### Stage 2

February 1-3, 2012

- Personal Mastery
- Change Management

GREG LOUDOUN  
WADE KEENAN

ORGANISATIONAL DNA  
SPOTLIGHT™

### Stage 3

March 28-30, 2012

- Strategic Agility
- Strategic Leadership

DR MARK STROM  
GREG LOUDOUN  
WADE KEENAN

STRATEGIC AGILITY  
SPOTLIGHT™

### Stage 4

May 23-25, 2012

- Strategic Marketing
- Cultural Architecture

GREG LOUDOUN  
WADE KEENAN  
SUZY RODEN

CULTURAL ARCHITECTURE  
SPOTLIGHT™

### Stage 5

July 18-20, 2012

- Business Model Design
- Value Innovation

ASSOC PROF DAVID AUSTIN  
GREG LOUDOUN  
WADE KEENAN

INNOVATION READINESS  
SPOTLIGHT™

### Stage 6

September 12-14, 2012

- Business Resilience
- Performance Management

DR TOM MCKASKILL  
GREG LOUDOUN  
WADE KEENAN

BUSINESS RISK  
SPOTLIGHT™

### Stage 7

November 21-23, 2012

- Strategy Execution
- Presentations
- Graduation

GREG LOUDOUN  
WADE KEENAN  
EXTERNAL ADVISORY BOARD

STRATEGY EXECUTION  
SPOTLIGHT™

## Review

- Review Strategic Agility Plan

GREG LOUDOUN  
WADE KEENAN

## EXECUTIVE ACUMEN CRITICAL BUSINESS SUCCESS FACTORS AND RELATED CONTENT

<i>Strategic Agility</i>	<i>Business Acumen</i>	<i>Leadership Edge</i>	<i>Managing Change</i>	<i>Cultural Architecture</i>	<i>People and Talent</i>	<i>Innovation Edge</i>
<ul style="list-style-type: none"> <li>▪ Defining Strategic Agility – Leading in Turbulent Times</li> <li>▪ Foundations of Strategic Thinking – Mindsets</li> <li>▪ Strategic Conversations AC&amp;B®</li> <li>▪ Identity and Purpose</li> <li>▪ Defining Strategic Intent</li> <li>▪ Strategic Marketing</li> <li>▪ Strategic Selling and Value Creation</li> <li>▪ Customer Engagement</li> <li>▪ Making Strategy a Competitive Advantage</li> <li>▪ Enabling Dynamic Resource Fluidity</li> <li>▪ Strategic Collaboration and Alliances</li> <li>▪ Strategic Agility Plan</li> <li>▪ Designing an Exit Strategy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Creating Shareholder Value</li> <li>▪ Designing a Shareholder Value Proposition (SVP)</li> <li>▪ Investor Attractiveness and Creating Economic Profit</li> <li>▪ Planning for Growth</li> <li>▪ Financial Management</li> <li>▪ Financial Agility and Insight</li> <li>▪ Strategic Acuity and Risk Mitigation</li> <li>▪ Corporate Governance</li> <li>▪ Business Resilience</li> <li>▪ Systems and Process Optimisation</li> <li>▪ Strategy Execution – Operational Plan</li> <li>▪ Aligning Strategy and Execution</li> <li>▪ Building Corporate Capital</li> <li>▪ Business Performance Management</li> <li>▪ Business Model Canvas</li> <li>▪ Principled Negotiation – “Getting to Yes”</li> </ul>	<ul style="list-style-type: none"> <li>▪ Authentic Leadership</li> <li>▪ Principles of Leadership</li> <li>▪ Visionary Leadership</li> <li>▪ Strategic Leadership</li> <li>▪ Leading in Turbulent Times</li> <li>▪ Leadership Charter</li> <li>▪ Leadership that Gets Results</li> <li>▪ Personal Mastery</li> <li>▪ Leader Presence</li> <li>▪ Communications and Influence</li> <li>▪ Leadership Engagement – Insight</li> <li>▪ Developing Leadership Edge</li> <li>▪ Designing and Building an Organisation for the Future</li> <li>▪ Leading for Innovation</li> </ul>	<ul style="list-style-type: none"> <li>▪ A Model for Change™</li> <li>▪ Psychology of Change</li> <li>▪ The Process of Change</li> <li>▪ People and Change</li> <li>▪ Theory ‘U’ and Change</li> <li>▪ Leadership and the Dynamics of Change</li> <li>▪ Resistance to Change</li> <li>▪ Cracking the Code of Change</li> <li>▪ Designing Change Interventions</li> <li>▪ Coaching for Performance During Change</li> <li>▪ Effective Communication and Change</li> <li>▪ Leading at the Edge of Chaos</li> <li>▪ Leading Minds</li> <li>▪ Transformational Change</li> </ul>	<ul style="list-style-type: none"> <li>▪ Model of Cultural Architectures™</li> <li>▪ Levels of Culture</li> <li>▪ Culture and Values Alignment</li> <li>▪ Cultural Artifacts</li> <li>▪ Culture Engagement</li> <li>▪ Culture as a Strategic Edge</li> <li>▪ Aligning Cultural Architecture and Strategy</li> <li>▪ Enabling an Enterprise Culture</li> <li>▪ Designing an Agile Culture Based on Resource Fluidity</li> <li>▪ Creating a Culture of Accountability</li> <li>▪ Creating a Stake in the Outcome</li> <li>▪ Building an Innovation Culture</li> <li>▪ Tribes and Micro Sub-cultures</li> </ul>	<ul style="list-style-type: none"> <li>▪ Team Agreement</li> <li>▪ Leadership and Talent Engagement</li> <li>▪ Designing a People Value Proposition (PVP)</li> <li>▪ Maximising Value Through Talent Utilisation</li> <li>▪ Building a High Performance Team</li> <li>▪ People Value Recognition</li> <li>▪ Performance Management of Talent</li> <li>▪ Avoiding the Drama Triangle</li> <li>▪ Structure Follows Strategy</li> <li>▪ Knowledge Management</li> <li>▪ Balanced Lifestyle</li> <li>▪ Building and Capturing Intellectual Capital</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fuelling Innovation</li> <li>▪ Design Thinking</li> <li>▪ 10 Targets for Innovation</li> <li>▪ 180° Orthodoxy Analysis</li> <li>▪ Disruptive Innovation</li> <li>▪ Value Innovation</li> <li>▪ Designing and Enabling an Agile Business Model</li> <li>▪ Designing a Customer Value Proposition (CVP)</li> <li>▪ Designing the Customer Experience</li> <li>▪ Strategy Canvases</li> <li>▪ ERRC</li> </ul>