



Afterburner Rapid Planning Workshop[®]

The Afterburner Rapid Planning Workshop is an interactive program where your team will learn, via lecture and high energy, how Fighter Pilots leverage **Flawless Execution[®]** to achieve success. Your group will work side-by-side with some of America's top Fighter Pilots, US Navy SEALs and other Elite Military Professionals and learn how to apply battle planning to business. Our Afterburner team brings these lessons to your own business environment, in living color, using a multimedia presentation and experiential workshop session with our facilitators.

The training process at Afterburner is built around what we call the **Flawless Execution[®]** Model. It is a step-by-step process that we use in every single mission, both in training and in combat, to ensure that we survive, improve, and ultimately win on the battlefield. Afterburner applies these processes to our client's business model and assists them in operating more efficiently and effectively in a highly competitive, rapidly changing environment.





The Flawless Execution Cycle

Standards

Training

Afterburner Rapid Planning Workshop® (cont.)

Your team will receive overview instruction on the Flawless Execution Model. Our facilitators will then quickly put that conceptual learning into action. In the Afterburner Rapid Planning Workshop you will create a real, working plan, based on your corporate Mission Objective. Utilizing the cornerstone of **Flawless Execution**®, the Six Steps to Combat Mission Planning®, you will leave this session with a Plan that is customized to meet the goals and objectives of your organization and ready for immediate implementation.



This is not an academic classroom discussion on business planning. Your team is not going to learn ABOUT planning - your team will leverage “DEMO-DO” training to not only construct a plan, but simultaneously develop a deep understanding of the planning process! You’ll create a 30, 60, or 90-day Execution Plan using the same tools we use as Fighter Pilots, but that’s only the beginning. When you leave our workshop, you know who is going to do what and by when. But you’re not finished, and neither are we.



Whether you are part of a sales, management, marketing, safety program, product-launch team, or a member of the C-suite, the Afterburner Rapid Planning Workshop has you ready for battle. It provides you and your team with a high level understanding of the **Flawless Execution**® Model and a clear, concise, individually accountable plan that is ready to be executed.

Rapid Planning Workshop Program Timeline

Flawless Execution Review / 1:00 PM / Your team receives a brief overview of the **Flawless ExecutionSM** Model. Now its time to go a little deeper.

Mission Objective / 1:15PM / A Mission Objective is not a strategy. A Mission Objective is something that can be executed immediately, in today's mission. A good Mission Objective must be clear, measurable, achievable and most importantly, it must align to the overall high definition destination of the organization.



Identify Threats and Resources / 1:30PM / Threats are internal and external impediments and hazards that stand between our current position and where we want to go. Available resources are the people, systems, technologies, products, known strengths, services, and skills of the team that help counter the threats and accomplish your Mission Objective. In this very tactical phase of planning, we identify the threats and resources using the proprietary **TeamstormingSM**. In business planning, this phase is frequently not addressed, often to the peril of the people executing the mission.

Lessons Learned / 2:00PM / Virtually everyone on your team has learned something from a previous mission that can be applied to the current plan. In this phase, all valuable input is critically reviewed and implemented in the planning process. This knowledge should ideally come from a Lessons Learned database, an archive of past mission Debriefs and corporate knowledge. The all-critical "Go/No-Go" decision is made here.



Develop a Course of Action / 2:15PM / Your team will **TeamstormSM** Courses of Action/Tactics to accomplish the Mission. After a final, integrated "Who does what by when & what metric" matrix is complete, it's time to Red Team that plan and incorporate those comments into the final plan.

Plan for Contingencies / 2:30PM / Flexibility is the key to air power and preparation is the key to flexibility. Asking the "What ifs?" about the plan before we execute helps Elite Military Teams flex during the Execution phase of the mission to achieve success. In business, the "what-ifs" are the things that can dramatically limit success if not considered. In this final step, we consider a myriad of variables that can affect the Plan and how to address them.



Wrap up / 2:45 PM / The Afterburner DaySM Planning Workshop combination wraps up and your team departs motivated, inspired, and empowered to execute their plan by leveraging the **Flawless ExecutionSM** process.



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Planning Workshop Highlights

- Participants will gain a deeper understanding of the **Flawless Execution**[®] Model, and be able to use this simple, repeatable process to improve their business results.
- Participants will have a working knowledge of the Six Steps to Combat Mission Planning and be able to use this process in current and future planning.
- Participants will leave the workshop with a PowerPoint Briefing designed to communicate the Plan throughout the organization.
- Participants will leave the session with an executable Corporate Mission Plan.



Clients

Afterburner has trained over 100 of the Fortune 500. Here is what some of them have said about our programs. For many more testimonials, visit www.afterburnerseminars.com.

“The Impact that the Afterburner Seminar had was incredible. Not only was it the highest rated segment of our annual meetings, but our store managers have begun to apply what they learned on a day-to-day basis. The Afterburner Seminar received a standing ovation after every one of its programs. This has never happened before.”

David Bogage
Director of Management Development
Home Depot

“The simplicity of plan, brief, execute, debrief and win when presented in the context of your Flawless Execution Model has helped our organization broaden its vision of what it takes to really be successful... Your high energy, fact filled program resonated in a very positive way with the ADT National Account sales organization and is helping make Flawless Execution part of our company.”

Bob Dale
Senior Vice President, Sales & Marketing
ADT

“We have received lots of positive feedback from your dynamic interactive seminar. It was a great way to introduce our sales and marketing goals for 2003 and it provided us with many useful strategies that we continue to use on a daily basis. I was especially pleased with the amount of research you did on our company and our competition. The seminar was customized for Sony Ericsson and it presented concepts that directly apply to our business. The Mission Planning Exercise took these concepts to the next level. It was a huge hit with our sales and marketing team - everyone walked away feeling energized and motivated.”

Karen H. Morris
Director, Customer Marketing Sony
Ericsson Mobile Communications

“...we have contracted with many consultants and dynamic presenters over the years, but let me say, your team’s work, with the “mission objective” assigned, was the best I’ve ever personally experienced.”

Ralph Russo
President & Chief Executive Officer
Sara Lee Coffee & Tea