



Please join us for our quarterly

# FORUM FOR LEADERS

## DETAILS:

### Speaker

Lee Benson  
CEO of *Execute to Win*

### Date

Thursday, Nov. 16, 2017

### Schedule

3:30-4:00 PM  
Registration/ Refreshments  
4:00-6:00 PM  
Workshop & Forum

### Location

Chandler Chamber of  
Commerce Event Room

25 S. Arizona Place, 2nd floor  
Chandler, AZ 85225  
*\*Across the hall from Suite 201*

### Attire

Business Casual

### RSVP/Questions

[celeste.suarez@etw.com](mailto:celeste.suarez@etw.com)  
[Event Website](#)

## Strategic & Execution Planning Tune-up

As the end of the year fast approaches, evaluate results, what is measured and how those measurements align to the bigger picture goals of the organization.

### DISCUSSION TOPICS:

#### o Strategy

- What does it mean to your organization or role?
- Do you have a formal process for setting and reviewing strategy?
  - For your organization, functional group or role
  - Is it understood by everyone in your organization?

#### o Foundational Strategy Questions

#### o Distill out into Execution Plan

- Realistically stretch goals by core product / service
- Adjust as necessary top-level KPIs and insert plan numbers
- Functional groups adjust strategy, KPIs and goals
- Individual contributor KPIs and goals adjusted

#### o Setting the Top-Level KPI Scoreboard

#### o Matching Goals to KPIs

- Top-level goals should match top-level KPIs
- All of the goals in the organization should be connected up to the top level goals
- All goals should fit customer experience and profitability categories

#### o Strategy Alignment Check

- How well are KPIs and goals aligned and connected to strategy in your organization?

#### o Why is this important?

- Better alignment > Better Conversations > Better Actions = Better Results



## About The Speaker:

Lee Benson started his journey into driving operational excellence in 1993. He grew a 3 employee company into a world class 500+ employee aerospace company called Able Engineering & Component Services Inc. (Able), which had an unprecedented annual growth rate for the last 14 years of 20%+ CAGR on average before the company was sold to Textron Inc. in 2016. With a firm belief that culture is a main driver of successful performance and results, Lee applies these principles in his own organizations and continues to attain extraordinary results. He aims to share that success through teaching this applied methodology.

## About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. ETW is your platform for turning strategy and culture into tangible results.



### EXECUTE TO WIN

Business Operating System  
for the Modern Enterprise  
[www.etw.com](http://www.etw.com)