

Action Planner: Ideas for making your own Future Shape of the Winner™ action plans.

Having read or listened to Tom Peters you will doubtless have many ideas for action. You might find that organizing these ideas under Tom Peters Company's excellence framework may help you to focus your action planning. See our website for more information. www.tompeterscompany.com

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Ambition

Do you have an exciting view of the future for your organization? Do you know what your Talent are ambitious for? Does your ambition attract them? If not, can you reframe your ambition so that it does?



Brand

Is your Brand Promise clearly defined? What makes you special and different? How does your Brand Promise fit with your Ambition?



Architecture

What can you do to mitigate against functional silos and politics that you have to work with? How can you create networks that will overcome barriers and build collaboration?



Talent/Talent Leadership

Are your people focused on keeping their professional skills up to date and sharp? Are you clear of who the people who are your 'Talent'? Do you have plans to support them in their professional development?



Talent Experience

Are you clear the role your Talent needs to play in living the Brand and delivering a great customer/client experience? Are THEY?!



Talent Execution

Do your Talent have a bias for action and a can-do mentality? If yes, how can you reinforce this? If no, what gets in the way? What can you do to help?



Performance

Are you measuring the legacy you are leaving for clients? What is your talent get measured on? Are you incentivizing the right behaviors?



Experience

How close are you/your Talent to their clients/customers? To what extent are you/they creating genuine partnerships?



Execution

Do you break work into projects and insist they are WOW?! Is the focus on getting projects FINISHED?



Instructions: Use the space below to record your own and the group's present and future ratings against the Future Shape of the Winner™ Elements.

Make notes of any thoughts or questions you have resulting from this initial analysis

Ambition

Talent

Talent Leadership

Performance

Architecture

Talent

Execution



Brand

Talent

Experience