

BeUNCOMMON

HOW WE WORK TOGETHER: FRACTIONAL LEADERSHIP & EXECUTIVE ADVISORY



1 CALIBRATE STRUCTURE

- Catalogue the executive objectives of importance
 - Product and service
 - Customer engagement
 - Talent development
 - Financial
- Employee engagement
 - Understand the working pattern of the company
 - Eight-step questionnaire
 - Read through employee end-of-year reports
 - Evaluate those on the journey versus those showing resistance
 - Catalogue the optimal change management process

2 OBSERVE & UNDERSTAND

- Sales values and departmental subculture
 - How does the team collaborate?
 - Incentive structures
 - Resource availability
- Sales progression
 - Discipline of opportunity generation and management
 - Discovery and presenting
 - Proposal writing
 - Effective meeting hosting
- Management competency
 - How managers manage, coach and lead
 - Application of themselves in sales engagements
 - Cross-departmental collaboration

3 TAKING ACTION

- Coaching and development
 - Foundational selling skills
 - Team management
 - Departmental leadership
- I am looking to present back
 - Where is the constraint in the system
 - Where does the talent require development
 - What is the optimal departmental collaboration
 - What is attainable over what period of time

4 DELIVER RESULTS OVER THE CONTRACTED PERIOD THAT ARE PERSONALISED TO THE BUSINESS

- Team leadership: guide the management team on where to problem solve
- Sales operating structure: what does the next departmental strategy look like
- How to sell: what to say, to whom, and when in order to win
- How to coach: build the talent development plan
- Succession plan: recommend a plan of action to maintain sustainable growth

NOTES