

EXECUTIVE CATALYST OVERVIEW

The Executive Catalyst process (ECat) is a revolutionary, individualized planning process. The ECat combines systems and learning theory with powerful strategic planning processes and computer technology. The result is a career planning process that establishes a foundation for future success, defines early wins and focuses on long-term goals. Action steps are clearly outlined as a result of an integrated system of focus, clear goals, directed initiatives, increased commitment and the ability to quickly realign resources in response to changing circumstances. In short, the individual creates an executive plan that specifies his/her individual vision, key initiatives, action steps, milestones, and people resources.

The ECat consists of seven steps which successively build upon each other to produce a powerful, graphic depiction of where the person stands with respect to his/her goals and a comprehensive Action Statement which outlines projects and responsibilities. The process is completed in one day. Participants in the planning process range from a single individual to coaches, consultants, family members and friends.

Part One

- Alignment on a strategic definition of goals is achieved
- Long-term vision is defined
- Brainstorming produces numerous options for achieving the vision which are then distilled into a set of specific, practical initiatives to be undertaken by the individual

Part Two

- Initiatives are organized into objectives
- Objectives are prioritized and the current stage of accomplishment of each is ascertained
- A diagnostic matrix is produced which illustrates the optimum path for accomplishment of activities felt to be necessary for success
- A clear picture is provided which shows the relationships between objectives and how well priorities are managed

Part Three

- Prime constraints which keep goals from being realized are identified
- Action statements for each objective are written, resources assigned and milestones identified
- A report is produced at the end of the day, ready for immediate implementation and ongoing monitoring of progress



Achieving Business Results through People

EXECUTIVE CATALYST STEPS

Step One - Create the Vision

This process is one of long-term and big picture thinking. It takes into consideration the individual's strategic intent and core competencies and reflects "stretch" goals. The result is a vision which aligns the participant's directions with a career plan and articulates criteria for success that is in alignment with organizational goals.

Step Two - Brainstorm, Vote and Cull Options

Participants are encouraged to think creatively and positively without critique. Various tools for stimulating creativity are utilized to create an outpouring of possibilities. Participants are given the opportunity to distill the brainstorming ideas into a set of specific, practical initiatives that they consider essential to achieving the individual's vision.

Step Three - Group Initiatives into Objectives

The initiatives are grouped into broad objectives based on the strategic results they produce. This process creates an opportunity for future cross-functional implementation steps which are targeted, strategic and relate to results.

Step Four - Prioritize Objectives

Through a paired weighting exercise, objectives are prioritized based on where the individual's resources should be placed. The results are much more robust than those achieved through a standard prioritization process.

Step Five - Determine Stage of Accomplishment

The individual engages in a process to determine progress in accomplishing objectives based on a 10 stage scale.

Step Six - Analyze Diagnostic Matrix

A matrix is developed which shows the objectives in relation to the level of prioritization, stage of accomplishment and optimum path of achievement. It provides the participants a graphic picture of where they are on and off target in working toward achieving the vision.

Step Seven - Develop Action Plan

An essential component of the action plan is the identification of prime constraints -- those things that will keep an individual from achieving priorities. The end product is a complete action plan with outcome statements, resource assignments, prioritized initiatives and milestones. This report is immediately available to the participant.

