

STRATEGIC FOCUSING[®]

Performance Consulting
PROGRAMME OVERVIEW



A Newton's cradle with several silver spheres and one prominent red sphere in the foreground. The background is a blurred, light-colored wall with some faint lines.

Focusing a leadership team
and an entire organisation on
the few things that makes the
biggest difference.

STRATEGIC
FOCUSING®

Helping senior executives focus, integrate business and personal priorities, sharpen their leadership skills and overcome hurdles to better performance.

Strategic Focusing is our proprietary method for focusing leadership teams and entire organisations on the few things that make the greatest difference. We have implemented Strategic Focusing in some of the world's largest corporations to focus and empower people, create fierce resolve and align organisational capabilities in the execution of strategy.



For more information about Oxford Leadership
or to get in touch, visit us at:

www.oxfordleadership.com

What is Strategic Focusing®?

A powerful way to align and engage key players in determining the organisation's future and creating fierce commitment to the execution of plans. Proprietary method that aligns and focuses leadership teams. Co-creating a 'plan to win' that everyone understands and is passionate about achieving.



- » Develop a common understanding of the current situation
- » Help everyone see the big picture
- » Appreciate the real issues and learn lessons from the past
- » Define a common intention and create a sense of purpose
- » Clarify the values and guiding principles for decision-making
- » Create a pragmatic vision of success
- » Provide an opportunity to influence the future
- » Adopt a proactive posture and improved response-ability
- » Identify root causes of barriers to effective execution
- » Define clear goals and objectives in key result areas
- » Provide a sense of direction, continuity and leadership
- » Plug everyone into the system and provide standards of accountability for people, programmes and allocated resources

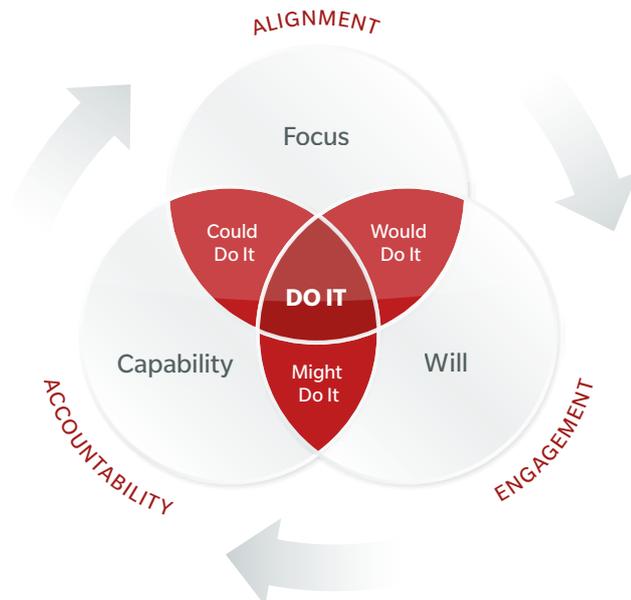
“Oxford Leadership has a deep wealth of knowledge and wisdom about the complex transformational challenges facing organisations and leaders today.”

Mats Lederhausen

Former CEO, McDonald's Ventures



OXFORD LEADERSHIP™ Focus, Will & Capability Model



Copyright © Oxford Leadership

How Strategic Focusing® Works

Strategic Focusing begins with deep diagnostics, situation analysis and fact gathering, followed by a 2-3 day facilitated workshop to strategies, action plans and accountabilities. These are followed up at 30, 60 and 90-day intervals to ensure commitments are kept and new behaviours become embedded.



OXFORD LEADERSHIP™

Strategic Focusing Compass Model

Our model is designed to take you through 10 significant steps, which involve facts and analytics of the past and current situations, as well as guided discussions and reflective exercises to gain insights for the future. This will provide clear strategic directions, which will be translated into a 90-day action plan to execute with a focus on the few things that have the largest impact.



Copyright ©
Oxford Leadership

When to Use Strategic Focusing®

We have successfully used the Strategic Focusing process with some of the world's biggest corporations, including McDonald's, METRO AG, Telefónica, BASF, Akzo Nobel, Novartis, Electrolux, HSBC, Santander, BP, Unilever and many others.

High-Performing Teams

- » Define the team's strategic focus and priorities
- » Improve teamwork, alignment and accountability
- » Solve critical problems or capture opportunities

Organisational Transformation

- » Strategy execution and deployment
- » Break through to new levels of performance
- » Create a performance-driven culture
- » Culture integration following a merger or acquisition

10-Step Strategic Focusing® Process

Strategic Focusing sessions can be run off-site with the team, or in a ‘town-hall’ setting with hundreds of people. For large groups we use Covision’s facilitation technology.

The 10 steps are:

- 1. Understanding Context** - Gathering and analysing facts
 - 2. Developing Insight** - Identifying embedded habits and patterns
 - 3. Clarifying Intentions** - Developing a common and compelling purpose
 - 4. Defining Values** - Establishing boundaries and principles
 - 5. Visioning** - Imagining and defining ideal outcomes and end states
 - 6. Detecting Barriers** - Identifying obstacles and systemic root causes
 - 7. Making Choices** - Defining goals
 - 8. Making Decisions** - Selecting strategies
 - 9. Action Planning** – Identifying the few changes that will make the greatest difference
 - 10. Execution** - Relentless follow-up with 30-, 60- and 90-day milestones
-

“Oxford Leadership™ has assisted us significantly in improving our strategic focus, whilst creating alignment and teamwork amongst our Group Management Team. This has contributed significantly to improved overall performance of the Electrolux Group.”

Keith McLoughlin

President & CEO
Electrolux AB



“During a highly turbulent period in the history of our 100 year old company, Oxford Leadership defines a new focus for the company and builds the determination, confidence and commitment amongst our managers to lead the change. We have achieved exceptional growth both in revenue and profitability. I consider this to be the fruit of the Oxford Leadership’s programs during this critical period”

J.L. Shah

Managing Director
Atul Industries Ltd. India



“I’ve been through many leadership programmes before, but none has had the same impact as the Oxford Leadership Program on my approach to life and work. It has definitely changed me as a leader..”

Santiago Gowland

Vice President Brand and Social
Responsibility, Unilever





The Oxford Leadership team helped us clarify our strategy options and guided us in executing a new focus for us.

Strategy execution amidst complexity and change - helping you align people and culture with strategy, for enduring success.

About Oxford Leadership™

Oxford Leadership™ is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create fierce resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change. Our programmes are part of the core curriculum in many of our client's corporate universities, and our leadership development programmes have over 300,000 executive alumni. Methodologies are based on more than 100 corporate turnarounds and performance acceleration assignments in FTSE 100 and Fortune 500 companies.

Austria, Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Germany, Italy, Mexico, Norway, Poland, Portugal, Russia, Serbia, South Africa, Spain, Sweden, The Netherlands, UK, Uruguay, and the USA.



For more information about Oxford Leadership or to get in touch, visit us at:

www.oxfordleadership.com

Performance Consulting | Leadership Development | Team & Exec Coaching

Transforming
Business *for* Good

Copyright © 2016 Oxford Leadership. All rights reserved.