

THE RIGHT PEOPLE

Why is it important?

Who are they?

1
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THE MISSION WHEEL



2
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THE ROADMAP

- What Propels Us Forward?
- What Do We Sell?
- Who Are Our Customers?
- How Do We Sell?

What links all four?

3
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THE COMMON DENOMINATOR



4
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THE 4 LENSES

- **Social/Cultural:** My passion as an organization. Why do I exist as an organization?
- **Human :** What skills and capabilities are needed to execute the strategy? Must I invest in training, consulting, or new hires? Be ruthlessly realistic about what choices need to be made to deliver on the strategy. It's all about \$\$\$\$.

5
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THE 4 LENSES

- **Technological:** This lens impacts all others. It's the core of your business.

It requires new skills (the Human lens), challenges long-held assumptions about the best and right way to do things (Social/Cultural lens), and impacts finances (Financial lens).

6
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THE 4 LENSES

- **Financial:** the strategy will require updated skills training (a cost in the Human lens).

Did you know that the wrong hire will cost you on average 25% of the total wage cost? Not including search & training costs + lost productivity...

7
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WHO DO I HIRE?

- **ACTIVE ADVISORS**, with expertise in finances, marketing, HR & business development – they will earn you \$\$\$
 - **SMEs**, with proven record (education & work experience) in those functional areas – they'll deliver the strategy
- Both **must** share the organizational Values

8
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