

∞ EVERBOARDING^(TM)

ACCELERATING STRATEGY EXECUTION
& BUSINESS TRANSFORMATION



AMPLIFYING EXECUTIVE INFLUENCE TO TRANSFORM QUICKER

strata
GAME CHANGERS
UNLEASHING YOUR GREATNESS

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BBBEE LEVEL 1



Executive influence is critical.

“It’s like winking at a girl in the dark — nothing happens. You can have all the brainpower in the world, but you have to be able to transmit it.”

Warren Buffet



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INTRODUCTION

We are operating in a world where the needs of customers are constantly evolving and new entrants are pushing organisations to constantly transform. The ability to be agile and manage change effectively is now a vital business superpower.

The question is, how can technology be used to enable organisations to transform and embed behaviour change quicker?

OLD WAYS OF WORKING → NEW WAYS OF THINKING

Executives are looking to shift the organisation from the old ways of working to new ways of thinking and behaviour.

THE NEED

EXECUTIVES ARE TYPICALLY LOOKING TO ACHIEVE THE FOLLOWING

1. Amplifying employee commitment through co-creation, engagement, accountability and thinking
2. Simplifying business strategy execution down to the lowest levels
3. Aligning leadership to actively revitalise the business and engage on the transformation journey

It all starts by amplifying executive influence throughout the organisation.

THE NEED

LEADING WITH THE LIGHTS ON

LOW LEVELS OF EXECUTIVE INFLUENCE

“It’s like winking at a girl in the dark – nothing happens. You can have all the brainpower in the world, but you have to be able to transmit it.”

The strategy quickly becomes irrelevant.



AMPLIFIED EXECUTIVE INFLUENCE

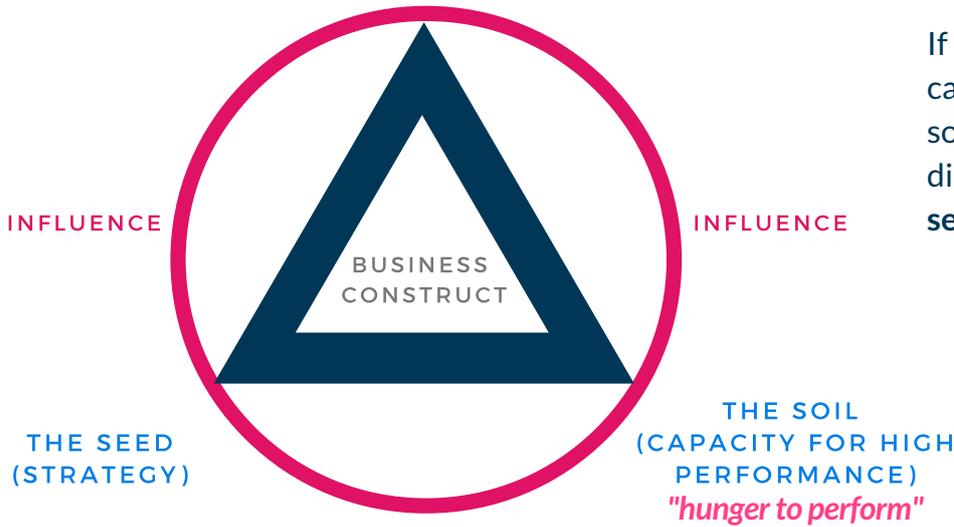
- Its like leading with the lights on.
- The strength and conviction of a leader's vision is not enough
- To build power and momentum, it's essential that the leaders are able to transmit.

- All levels are involved
- Data-driven leadership
- Clear purpose of the organisation, teams and individuals



WITHOUT THE RIGHT SOIL THE SEED WILL NOT GROW

THE FARMER (LEADERSHIP)



If the strategy was the **seed**, then the capacity for performance would be the soil. If "**the soil**" was not good, then disregarding how many efforts put in, "**the seed**" would not germinate and grow.



$$\text{Capacity for high performance} = \frac{\text{culture + participative engagement + communication + learning}}{\text{strategic alignment}}$$

"New level of work - hunger to perform"

Organizations that focus on transforming culture and building capabilities during a transformation are 2.5 times more likely to succeed.

Yet most leaders we meet say they are desperate for the culture to change, they just don't know how.

WHAT'S NOT WORKING

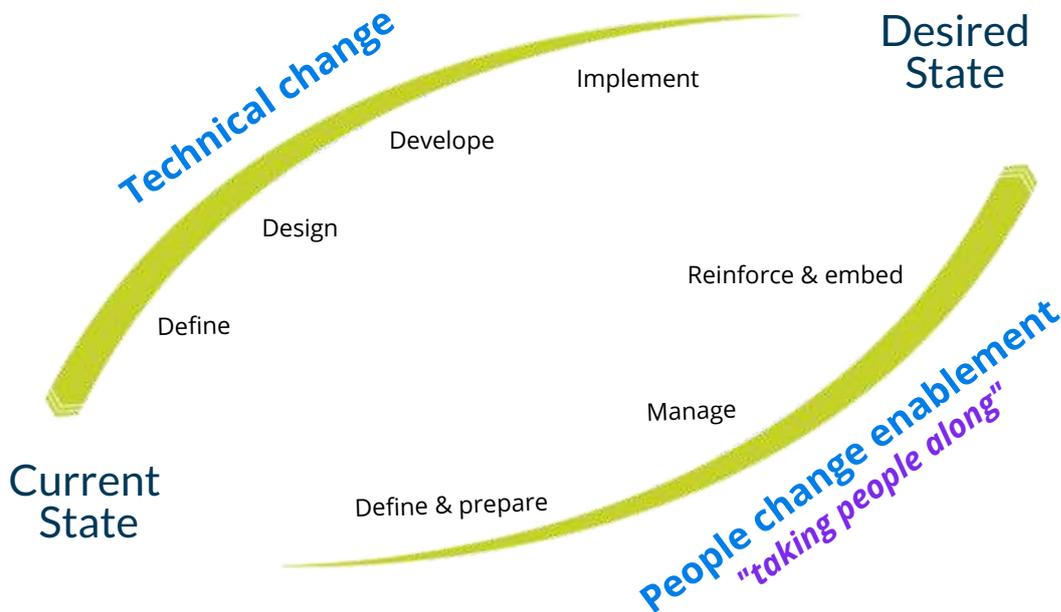
Signals for when business transformation can be improved:

1. The strategy cascade doesn't filter down to every employee
2. Employees can't articulate the new strategy and believe that it doesn't affect their job
3. The required associated behavioural strategy is not understood and embedded
4. Values workshops are used to drive the culture yet produce little impact
5. Change, culture and engagement is communicated passively vs. co-created with all employees
6. Employees are not seen as a source for business improvement and innovation
7. Low employee engagement levels are fuelled by fear

These organisations are more a group of individuals than a team motivated by a common purpose and goals. Accelerating a transformation in these environments is difficult, slow and often ineffective.

Organisations can't afford for culture change to be a long term journey.

TRANSMITTING ON THE TRANSFORMATION JOURNEY



Research shows that transformations typical fail due to the technical change moving ahead of the people change. People get left behind.

IMAGINE

Imagine this unlikely scenario: You've been asked to sing the national anthem in front of 50,000 fans in a baseball stadium. You know how to sing, and you proceed with confidence.

Unfortunately, the PA system doesn't cooperate. Your voice is completely unamplified. So what happens? The people who happen to be closest to you can hear you just fine. They can tell that you're a terrific singer.

AmplifierBut the people who are a little further away aren't really sure what to think. If they strain, they can hear you—to some degree. They get the sense that you seem to know what you're doing, but they're not completely convinced.

As for everybody else, they can't hear your unamplified voice at all. They may feel badly for you because of the technical difficulties, but they're not going to come away with any impression at all about your singing ability.



∞ EVERBOARDING™

∞EVERBOARDING™

Enables executives to co-create and embed the **capacity for greatness** in the people and practices of an organisation, and decoupling it from the personality of the leaders.

ENGAGEMENT

Engagement is the first step. It creates mutual trust, respect and alignment. This is needed for any team to be creative.

CO-CREATE

This step allows the organisation to enable participation and creativity in a constructive way.

ACCOUNTABILITY

The next step is to create a culture of ownership around the business goals and organisational purpose.

THINKING

Employees become a source for business improvement and innovation.

∞EVERBOARDING is a continuous employee engagement and experience platform which becomes a standard practice within an organisation. It helps facilitate business growth and business transformation. Furthermore, ∞EVERBOARDING is a level-up solution to the traditional way of engagement whereby both the organisation as well as the employee takes ownership of a participative engagement process.

Amazon uses this approach to enable agility. It reinforces critical business behaviours to drive operational excellence, engagement and change.

Essentially, ∞EVERBOARDING is about constantly engaging all employees.

However, instead of death by PowerPoint experience, Strata has designed it to be High Tech, High Touch and Low Effort.

∞EVERBOARDING enables beliefs, behaviours, and mindset change.

It re-invents employee communication, learning, engagement, culture embedding, leadership development, and strategic alignment.

Using technology in the ∞EVERBOARDING process we seamlessly fit activities into existing workflow, only better, faster, cheaper and stronger. It makes existing chunks of work for leaders disappear entirely through automation.

EVERBOARDING ENABLES ORGANISATIONS TO

Deepen executive influence

In most cases executives are able to influence their direct reports and sometimes one level below that. To accelerate execution executives need to influence all the way from Manco through to employees on the floor.

The traditional approach of cascading strategy through multiple leaders creates inconsistencies. EVERBOARDING ensures consistency and speed.

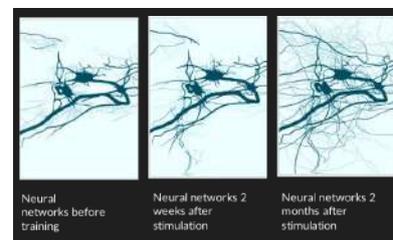
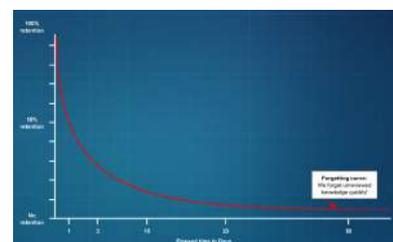
Shift from sporadic once-off events to consistent active engagement

Employee amnesia

Ebbinghaus' Forgetting Curve tells us nearly EVERYTHING you tell employees will be forgotten. 90% of the information shared is lost after seven days of a workshop. 50% is lost after one hour. Employees seldom open emails and a roadshow is a one direction communication tool. This shows that once-off interventions make little impact.

Neuroplasticity

Neuroplasticity tells us that to rewire the minds of employees i.e. shape culture we need to create continuous experiences that sustain and reinforce. In other words, we need to create a "Journey of Experiences" as opposed to once-off interventions like value workshops, email campaigns or roadshows.



Reduce leadership responsibilities

EVERBOARDING reduces leadership responsibilities by ensuring activities like engagement, culture shaping, strategic alignment and learning are included in the EVERBOARDING experiences.

Enable co-creation

There are two keys pillars for any change: communication and participation. People love the "do it with me" vs "the do it to me" approach.

More importantly, the co-creation approach unlocks the power of the collective. As opposed to a few people thinking of how to improve and innovate the business, this approach turns every employee into a source for change. More engaged, accountable and innovative employees ultimately drive better results.

Facilitate quicker course correction

EVERBOARDING enables leaders to quickly change direction or adjust the course. Faster employee connect enables an agile organisation.



WHEN TO USE EVERBOARDING

WHEN TO USE EVERBOARDING

- New strategy launch
- Target operating model change
- Digital transformation
- Culture transformation
- Sales enablement
- Customer experience enhancement
- Business improvement and innovation
- Employee engagement

WHY STRATA

01

Working with global pioneers

We are the global leaders of the EVERBOARDING experience in business transformation

02

Mature processes and systems

We have spent the last nine years perfecting the process and systems that ensure success factors like use adoption

03

Constant innovation

We are constantly evolving and enhancing the solutions to ensure you are on the bleeding edge

04

Quick turnaround

Our experience allows us to use our IP to quickly enable your implementation

05

Access to subject matter experts

Strata have a network of global leaders who are experts in their fields



Strata is a Level 1 BBBEE company. Our leadership team bring over 80 years of experience.

We have spent the last ten years reinventing how organisations accelerate business transformation. Through our award-winning platform and approach, we automate the Process and People aspects of a business transformation.

The end result is a shift away from just cascading a strategy to inform employees, to getting every employee to own the strategy and co-create the changes required. Ultimately, it enables open source change and open source engagement in a structure and measurable way.

By feeding data back into Exco and Manco teams, it allows better course correction and agility.

CLIENTS THAT TRUST US



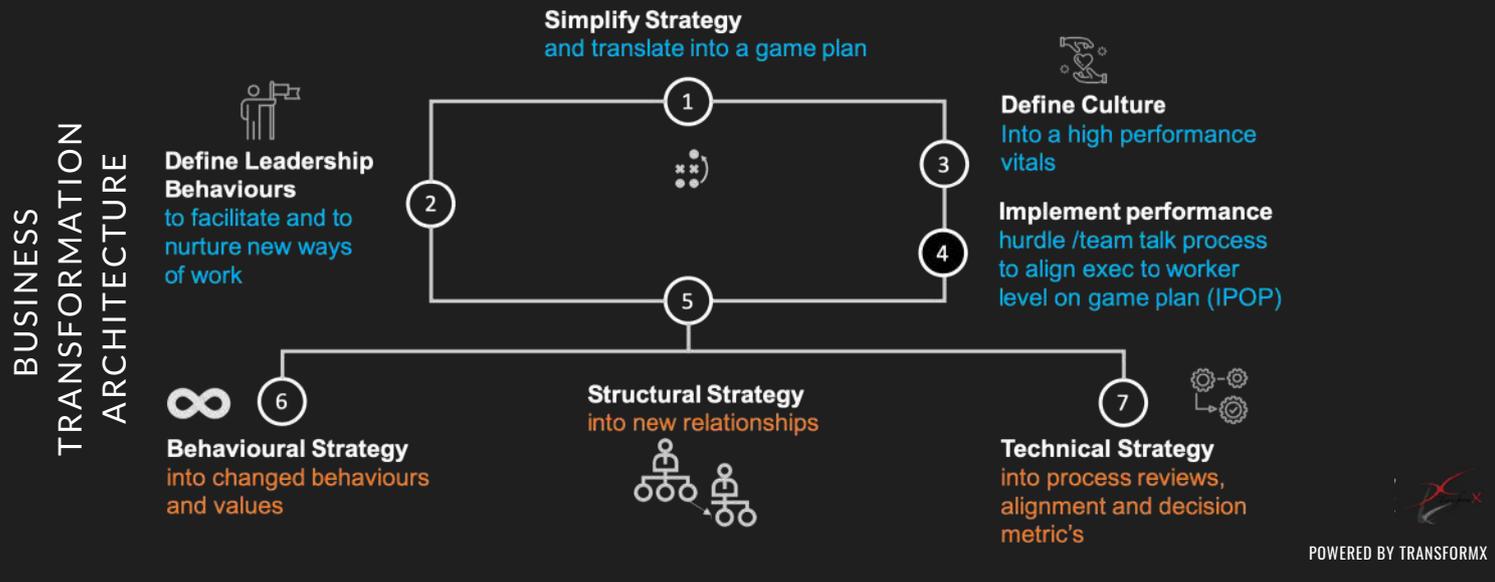
"What we liked the most was that **the solution drove engagement**, culture and alignment to the business while remaining fun."

"Strata Game Changers are **not only experts in their field but also easy to work with.**"

"Strata team is highly experienced with massive **know how and understanding of employee behaviour.**"

"The work we are doing with Strata Game Changers is nothing short of ground-breaking and disruptive."

Novartis Executive



Strata use a business transformation architecture to provide an encompassing solution with end-to-end support.



GAME CHANGERS

The foundation: the platform and tools to enable executives to facilitate business transformation down to employee level

- EVERBOARDING platform
- Onboarding platform
- Leadership and high-performance culture development platform
- Built on agile methodologies
- Support



GAME PLANNERS AND DESIGNERS

The simplification of strategy and capabilities

- Game planning process and tools
- Game plan design and performance metrics
- Game plan execution
- Content creation - videos, infographics and PowerPoint slides



GAME MAKERS

The alignment of business artefacts and enabling tactics for execution

- Business transformation management
- People change enablement
- Target operating and capability design
- Consulting: accelerating end-to-end business execution and business transformation
- Consulting around culture and engagement



GAME PLAYERS

Enabling the business game plan and transformation with the right talent

- Strategic workforce planning
- Talent acquisition and talent management strategies
- Market head-hunting and recruitment
- Talent development and coaching



OLD WAY VS. LEVEL-UP

Launch the strategy to the top 100 to 150 leadership and hope the strategy is cascaded through the business.



Employees can't articulate the strategy, required behaviours and are unable to commit. Innovation becomes a buzz word.



The strategy becomes irrelevant. Results suffer and another transformation is needed.



Through EVERBOARDING employees review, analyses and give feedback on how the strategy will impact their processes and interaction points.



EVERBOARDING supports every leader to ensure consistency, strategic alignment, engagement and behaviour change. It minimises leadership responsibilities.



Improvement and innovation become part of the DNA to produce better customer experiences and company results quicker.



LOW LEVELS OF EXECUTIVE INFLUENCE

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The strategy quickly becomes irrelevant.

AMPLIFIED EXECUTIVE INFLUENCE

Leading with the lights are on. Leadership influence becomes effective.



Change agility is enabled. Alignment. Environment - thinking and creativity

PLEASE CONTACT US FOR A DETAILED EXPERIENCE OF THE SOLUTIONS



Mishanth holds a BCom Honours in Technology and a qualification in Human Behaviour In Technology from the University of Pennsylvania. He has over 14 years' experience as a management consultant driving strategy and innovation initiatives for clients across industries like insurance, healthcare, banking and mining.

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Johan holds a Masters in Organisation Transformation and Industrial Psychology and is an experienced business performance consultant with over 25 years' experience in business strategy formulation, transformation and change/culture management and all human capital processes and practices.

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Conrad holds a Masters in Leadership and Organisational Change. He is a registered Organisation Development and transformation specialist at the OD Institute in OHIO, USA. He has in-depth experience in a wide range of leadership development and organisational transformation, people change and organisation culture change interventions.

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