Capability Maturity

Capability Roadmap

	Who is involved?	Pre-existing Work	Kick-off	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12+
Vibrant Culture — Vision															
Core Values	Senior Leadership Team														
Core Purpose	CEO/Owners														
Big Hairy Audacious Goal (BHAG)	Senior Leadership Team +														
Focus															
Best in World At (niche)	Full Leadershipt Team														
Economic Driver (Profit/X)	Full Leadership Team														
Passion	Full Leadership Team														
Behavior															
Actions to Live By (specific examples of how to live CV/CP, etc.)	Full Leadership Team +														
Cohesive Team (Ideal Team Player, 6 Working Genius Types, 5 Behaviors)****	Full Leadership Team +														
Other Assessments (i.e. Communication style / Strengths / Motivators)	Full Leadership Team +														
Disciplined Team — Structure															
Functional Accountability Chart	Senior Leadership Team +														
Process Accountabilitiy Chart	Senior Leadership Team +														
Succession Planning (short-term and long-term)	Senior Leadership Team +														
Talent															
Function Scorecard and Talent Assessment Matrix***	Full Leadership Team +														
Topgrading - Recruting & B35Interviewing Process***	Full Leadership Team +														
Learning Management System (internal university)	Full Leadership Team +														
Development															
Personal Growth Plans	All Employees														
1:1 Coaching (Peer & Leader)	All Employees														
Advanced Leadership Development (LCP, etc.)	All Employees														
Line-of-Sight Financials — Cashflow															
Dollar Exercise & Fin Lit Course	All Employees														
"Widget" Based Financial Model	Full Leadership Team +														
Power of One w/CASh (Cash Acceleration Strategies / CCC) & 4 Forces of Cash Flow	Full Leadership Team +														
Forecasting															
Weekly Forward Forecasting**	All Employees														
36 Month Rolling Forecast ("Widget" based)	Senior Leadership Team +														
Labor Efficiency	Full Leadership Team +														
Compensation															
Bonus Plan for Employees (tied to Critical Number)**	All Employees														
Long-term growth sharing (EOT, ESOP, equity)															
Ownership Behaviors (Thinking and acting like owners: Fundability & Valuation)	Senior Leadership Team														
Intelligent Strategy — Marketplace															
Sandbox / Market Map (deep market analysis)	Senior Leadership Team +														
Core Customer (deep customer insight)	Senior Leadership Team +														
Business Model (categories, channels, partners, costs, revenues, value prop, etc)	Senior Leadership Team +														
Differentiation															
Attribution Framework	Senior Leadership Team +														
Differentiating Activities/Activity Fit Map	Senior Leadership Team +														
Swimlanes	Senior Leadership Team +														
Momentum															
Brand Promise(s) with Guarantee	Senior Leadership Team +														
Secret Sauce / X-Factor	Senior Leadership Team +														
Flywheel	All Employees														
Relentless Execution — Planning															
S.W.O.T. (Dynamic analysis)	Full Leadership +														
Annual and Quarterly Prioritization & Contingency Planning (Organization, Individual, Tasks, KPIs)	All Employees														
Continuous Improvement & Process documentation	All Employees														
Metrics															
Company Scoreboard (Financial & "Widgets" outcomes)	Full Leadership Team														
Critical Number (key constraint to focus on AND the acute metrics of focus)	All Employees														
Drivers & KPIs (leading indicators and qualifying ratios)	Full Leadership Team														
Communication															
Planning Cadence (quarterly execution planning; annual operating, succession, and contingency planning)	Full Leadership Team +														
Team Huddle Cadence (all employees daily / weekly; team scoreboard updates & DTPs; cascade when necessary)	All Employees														
Learning Cadence (strategy leadership; learning)	Full Leadership Team +														

Ultimate Aspirations

Superior Results

Distinctive Impact

Lasting Endurance