



Apollo XIII: Principles for Performance

Mission Critical Concepts (Crucial to your team's performance)

Accountability

Commitment

Communication

Courage

Execution

Focus

Innovation

Leadership

Preparation

Problem Solving

Reality Based

Teamwork

Trust and Respect

The increasing pace, complexity and demands of today's business environment put tremendous pressure on leaders. Do you find your team struggling with any of the following issues...

- We struggle to stay tightly focused** and aligned;
- We are missing an execution mindset** that is constantly driving for business results;
- We tend to avoid or delay difficult or unpopular issues;**
- We need a deeper shared understanding** of our company vision/purpose in a way that impacts our priorities, processes and performance; and
- We too often stumble on issues that require close collaboration** across functions or divisions

Too many attempts at change fail to impact organizational performance. The proprietary and powerfully unique impact of an Apollo XIII mission sears the *Mission Critical Concepts* onto the hearts and minds of leaders. An Apollo XIII mission helps you **bridge the gap** between values and behavior, strategy and operations, and ideas and actions. An Apollo XIII mission will have an **immediate** impact on your organization's results. When...

Failure is Not an Option!

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"New Normal"... New Mission

"This program was extremely effective at opening up executive team interaction." (Healthcare Executive)

“This was one of the most valued “take home and use” lessons in leadership I’ve ever attended. Highly recommended to others.” (Industrial Manager)

Overview

Utilizing the Universal Studios film “APOLLO 13”, this proprietary 90-day process leverages the emotionally gripping historical events of the mission dubbed the “successful failure” to unleash hidden energy and unlock robust dialogue so crucial to achieving the next level of performance.

Apollo is not another one-and-done event. Apollo missions use a proven flight path to tackle specific business needs. This flight path delivers business results, not fuzzy feelings.

We won’t throw out a bunch of simplistic or packaged solutions and walk away. Your Flight Director is an experienced senior executive who will roll up their sleeves and come along side your team to create value; bringing meaningful perspective, incisive questions and plain old hard work to bear on addressing your key business challenge.



Describe the flight path of an Apollo XIII Mission:

- Stage 1: Consultation with your Flight Director to identify your mission objectives—the key business issue(s) you must address.
- Stage 2: During Mission Day participants explore the obstacles and opportunities surrounding your key business issue(s); evaluate the Apollo 13 story for ways the “Mission Critical Concepts” apply to the challenges facing your business; and begin developing team and individual Action Plans to address those issues.
- Stage 3: After Mission Day, your Flight Director helps you refine and implement the Action Plan as your Accountability Partner.
- Stage 4: The conclusion of the mission is a critical evaluation of your results and the return on investment.

Some of Our Clients:

Aaron Rents
Allgood Pest Solutions
AlSCO
Archer Western
Assoc of Builders & Contractors
AT&T
City of Atlanta
BellSouth
The College Board
C.R. Bard
DHI
Earthlink
HomeBanc
Johnson & Johnson
Matria Healthcare
PBS&J
Solvay
State Farm
Stepan
SunTrust
Verizon
Vulcan Materials
Winter Construction

Helping your organization leverage

Principles for Performance

“Great program. No matter what you think you already know, you will leave with much more.”

(Participant)

“New Normal”... New Mission



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