



**TRANSFORMATION  
STRATEGY**

# *Transformational Leadership*

Spring 2011

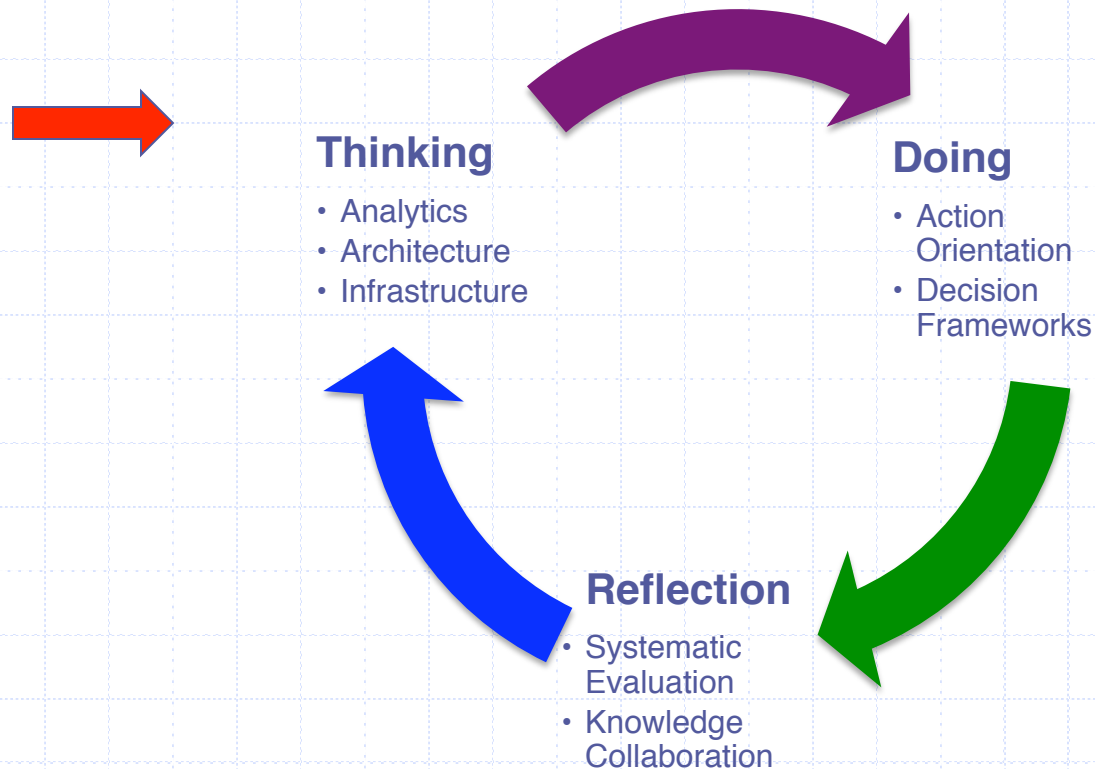
**Robert Reisner**  
**RAFReisner@transformationstrategy.com**

# Outline

- Objectives - Explaining Our Process
- Framework - Three Fundamental Stages
- Thinking - Understanding What's to Be Done
- Doing - Decision and Action
- Reflecting - Review, Learning, Renewal
- A Path Forward - How Can We Help? Getting Started...

# Objectives

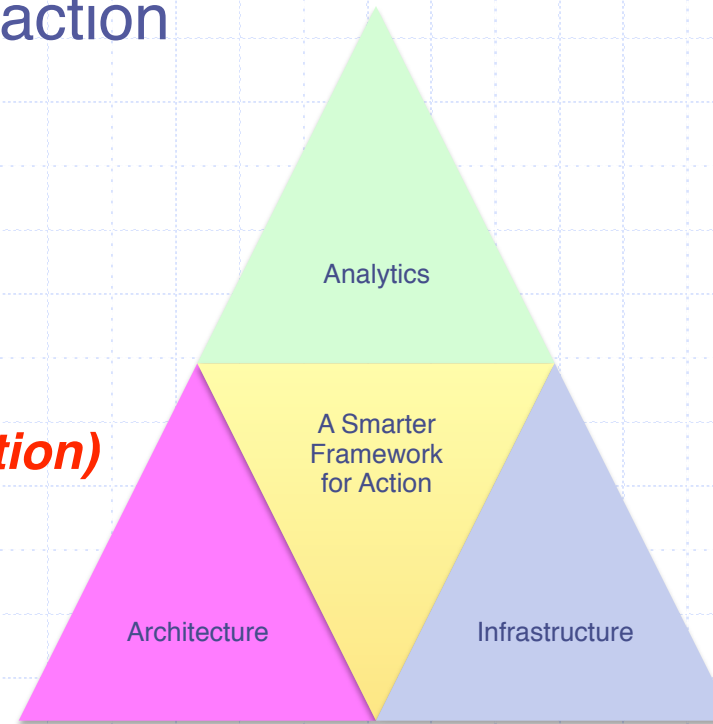
- ◆ The objective here is to explain a core process
- ◆ And how we help define a way forward



# Thinking

- ◆ The process begins with understanding the problem
- ◆ Analyzing what is causing it and
- ◆ Framing the options for action

***Building analytic capability will require attention to the architecture (e.g. information sources) and infrastructure (e.g instrumentation) to manage enterprise transformation***



# Doing

- *Define Success*
- *Make Decisions*
- *Move On*

*but*

*Consider  
Open  
Swaps and  
Other “Open”  
And Collaborative  
Decision Processes*

**Decision  
Criteria**

## Choices

|                  | Option 1 | Option 2 | Option 3 |
|------------------|----------|----------|----------|
| Cost             |          |          |          |
| Value Creation   |          |          |          |
| Risk             |          |          |          |
| Long Term Impact |          |          |          |

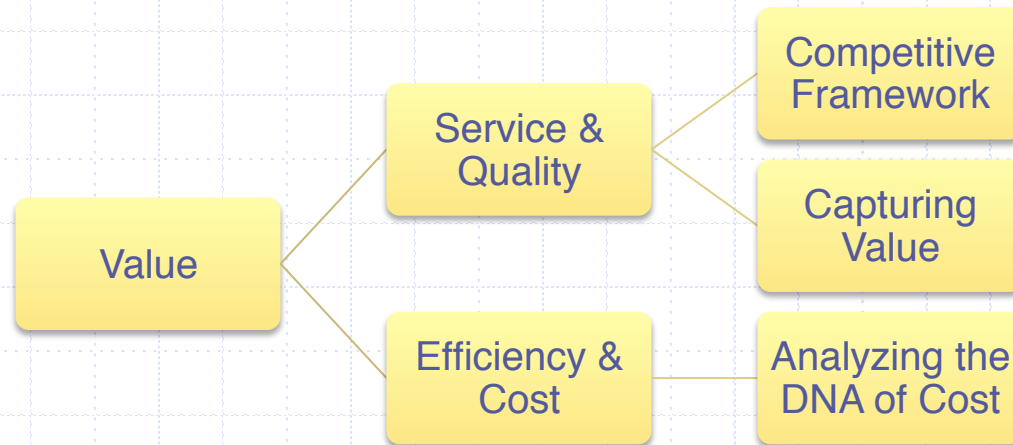
# Reflecting

## ◆ Five Questions for the Transformational Leader

1. **What result did your actions produce?**
  - Objectively, measure your impact
2. **How could you have been more effective?**
  - Invest in the innovation process
3. **Who benefited and who did not?**
  - Change is never neutral, look for the winners
4. **How could your collaboration have been better?**
  - New partners, new collaboration tools
5. **How well did your actions/decisions align you with the next cycle of action?**

# A Path Forward

- ◆ Where do you want to begin?
  - What's keeping you up at night?
  - What would yield a 10x improvement in your effectiveness?
  - How does your “value triage” look”?



*Illustrative Value Triage*