



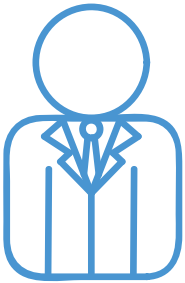
WHITEPAPER: ETW MANAGEMENT SERIES

A Day in the Life: How ETW impacts CEOs, Senior Executives, Middle Managers & Front-line Employees



As a system for managing business operations and employee development, ETW provides an in-depth look at where an organization stands in real-time in terms of execution of strategy, and cultural alignment. To gain a better understanding of what the system can do for you, let's look at how four very different user profiles use ETW to their advantage.

OUR USER PROFILES WILL BE:



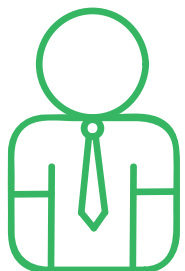
The CEO

Responsible for setting the direction, strategy and tone of the company. The CEO's biggest concern is creating and maintaining an alignment to strategy throughout the organization, as well as assessing leadership and making sure the right talent is driving the right initiative.



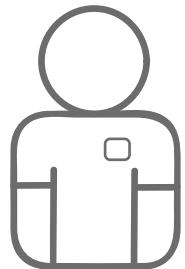
The Executive

This person may hold the title of COO, Vice President, etc. While they too keep the bigger picture of the organization in mind, they tend to value efficiency.



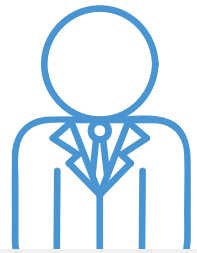
The Manager

This person's title may be Regional Manager, Operations Manager, or similar. The Manager has a distinct focus on their direct reports and finding success within the team.



The Front-line Employee

An individual contributor focused on the task at hand. Typically unaware of larger company goals and objectives.



The CEO

INSIGHTS

As the CEO, you have visibility throughout the entire organization in ETW. This is critical to see which departments are performing well, and which departments need some extra attention. ETW provides a CEO with valuable insights to...

Visibility • Assessment • Alignment • Engagement

Developing talent

Clear bench strength visibility

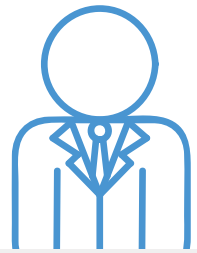
Dashboards for: Critical Talents, Progress Against Goal,
Workforce Distribution

Tracking employee engagement with goals

Assessing leadership

Provides the thinking behind the numbers

Ensures that the strategy and action are aligned



Looking at the big picture of the organization, a highly engaged CEO may engage in a number of activities using ETW.

ACTIVITIES

Real-time Updates:

- Review alerts, goal communication, execution plan changes as they happen
- Spot checks on management operating system elements
- Review employee profiles, performance history and current goals
- Communicate with employees at all levels around their goals and culture

Meetings:

- 1-to-1 meetings
- Team meetings
- Functional Group meetings– discuss how the company performed last month, the functional group's performance, and align organization communication around wins, losses and general Q&A.
- Update company-wide management operating system elements

Semi-annual and Annual Overview:

- Performance review snapshots
- Deep dive into strategy and update living, breathing execution plan

TIME

Invested: 2-4 hours per week



The Executive

INSIGHTS

Senior executives need the ability to observe communication between their managers and teams. This allows them to...

Assess future talent and organizational bench strength

Foster continuous improvement

Enhanced quality of employee development

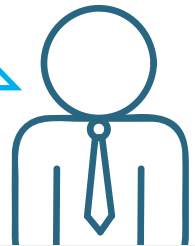
Get employees up to speed on the tools necessary to do their job much faster

Create organizational efficiency overall.



"The transparency and real-time info on our goals and how we are tracking against them is critical to making course corrections as the issues happen as opposed to a long lag via traditional systems."

HEIDI MCNARY, SVP OPERATIONS



ACTIVITIES

Updates:

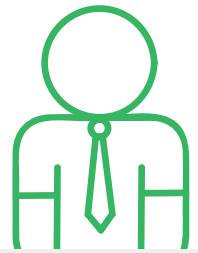
- Receive real-time updates on all top-level goals for each functional group leader.
 - If something falls below plan, you receive these updates instantly and have the ability to intervene and course correct if need be.
- Monitor and document how the work is getting done.
 - If something is done very well, you can see exactly what was done and how to replicate that process in other teams or departments.

Communication:

- Use the system to share team documents, strategy assessments, presentations, or general feedback
 - Feedback is received in context, and nothing gets lost in translation
- Easily build and update team dashboards so every communication is linked to a goal or objective

TIME

Invested: 30 minutes - 1 hour per day



The Manager

INSIGHTS

ETW gives managers the ability to create a precise business plan, divide the key elements of that plan up between key players then ensure each player and their teams focus on execution of the plan. These key elements can then be tied to KPIs which appear on the department dashboard, giving the manager and their colleagues the ability to see where the team is in relation to goal at any time.

Bottom-up initiatives

Continual feedback in a supportive and developmental way

KPI/Dashboard Visibility

Open and candid communication with their employees

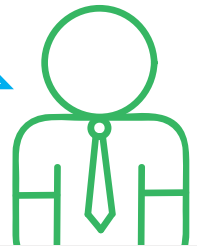
Dedicated time each month to mentor and develop employees

Employee collaboration to remove any roadblocks



"Using the ETW platform provides early insight on an objective that may not return the desired results, and makes us agile enough to make adjustments before we get too far down the wrong path. Our team is more strategically agile, execution focused and results driven than we have ever been."

RAY COOK, OPERATIONS MANAGER



ACTIVITIES

Performance Reviews:

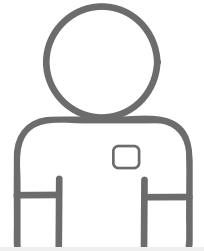
- Review objectives and KPI progress entered by direct reports/employees
- Provide feedback directly in the system prior to 1-to-1 meeting to ensure direct reports/employees know where they stand before starting the review process

Set Meeting Cadence:

- Each key player meets regularly with their team to discuss results to goal for their objectives
 - The meeting is driven by reviewing each player's ETW objectives with the entire team which enhances accountability and clarifies respective responsibility to achieving the overarching goal of the entire business unit
- Conduct team meetings on a weekly or biweekly basis in the ETW platform
- Walk through each member's goals, objectives and KPI progress to date
- Conduct monthly policy meetings (safety, wellness, best practices, etc.) all within the system

TIME

Invested: 30 minutes - 1 hour per day



The Front-line Employee

INSIGHTS

Front-line employees generally are not completely in tune with where the organization is heading on a strategic level. ETW provides front-line employees with visibility to where the company is going and gives context to their respective job.

Explicit connection to strategy

Know 100% of the time, where they stand in the organization and what they need to do to improve

ACTIVITIES

Updates:

- Provide status updates to management so your efforts are recorded and the team moves forward accordingly
- Give structured updates in advance of regular 1-to-1 meetings

Alignment & Communication:

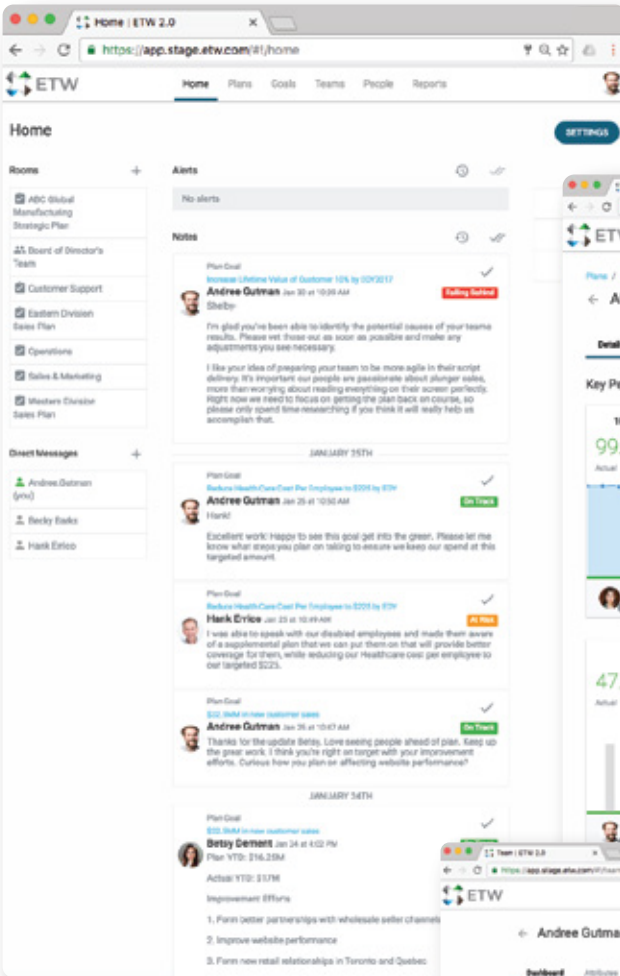
- Record activities or behaviors to display total alignment with company culture
- Share ideas, voice concerns and solicit feedback in the context of goals and structured updates
- View dashboard and KPIs

TIME

Invested: 15-30 minutes per week



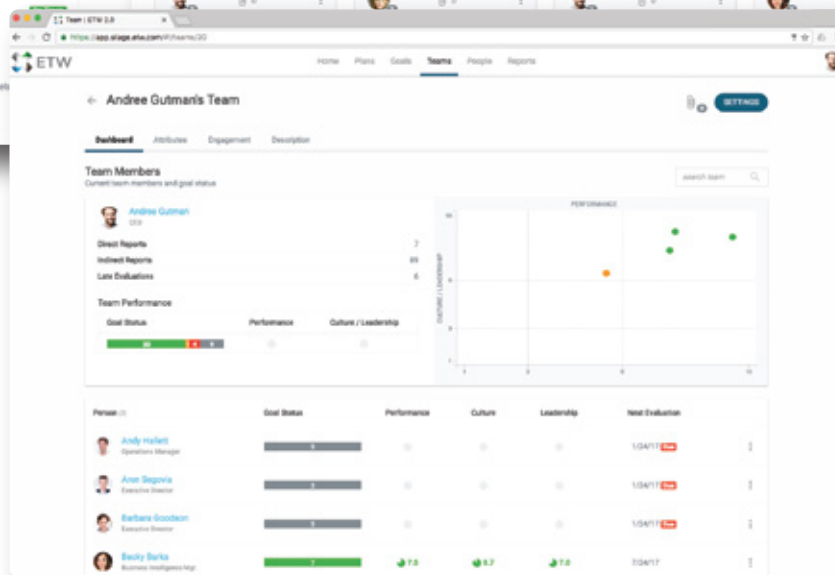
Communication Flow



Transparency
throughout



Monitor Team Performance





WHITEPAPER:
ETW MANAGEMENT SERIES

About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results.

If you would like to set up a demo with our leadership team, please email info@etw.com



ETW

EXECUTE TO WIN

Business Operating System
for the Modern Enterprise
www.etw.com