



## Implementation Services

With our implementation services, you will not only have the tools, but also an in-depth understanding of the key features that are critical to your success, and the constant support of our team. We will work with you every step of the way to clearly define each element that is important to you—from culture to strategic execution—and ensure your company is fully optimized to get the most out of the system.

### Our Approach

Our professional services team will provide the right support, and system optimization specifically tailored to your business. The goal is not to override your existing management operating systems, but rather to compliment and fine tune them to work with ETW at its best.

**S.M.A.R.T GOALS™? Rockefeller Habits™? Welch Way®? 4DX™?**

Use what works for you.

ETW will optimize your MOS to ensure optimal results by:

- Adapting to Existing Operating Systems and meeting clients where they are: Welch Way, SMART goals, 4DX, Rockefeller/Gazelles, OKR's, MBO's
- Minimizing change and focusing on refinement
- Keeping what works and enhancing operations through proven best practices

Using ETW does not restrict you to use our chosen methodology. In the implementation process we will find out how the system best adapts and lends itself to the needs of your company and tailor a solution that's right for you.

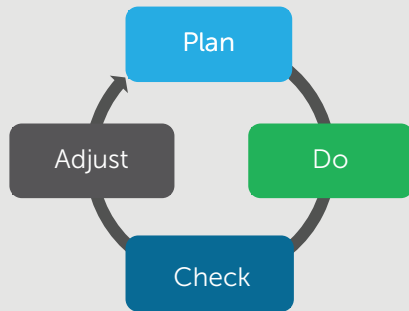
## Culture, Strategy and Execution

ETW serves as a continuum of preparedness for companies that have the an established culture and ideology/methodology in place. In that scenario, we are simply implementing a technology solution. For companies that do not have these foundational elements in place, we are able to bring in proven best practices and workshops to develop, engage and then optimize the use of the ETW system.

The below matrix helps to establish where a company may fall on that spectrum.

	STRATEGY	CULTURE	PERFORMANCE MANAGEMENT
IDEOLOGY	Do you do strategic planning? Do you have KPIs?	How much do you think culture can contribute to your organization's success?	How do you hold your employees accountable and differentiate?
METHODOLOGY	Do you meet and discuss your goals and KPIs on a regular basis? What levels of the company? What do you do to drive strategy?	Do you have a defined mission, vision or values that you reference in the course of your regular business discussions? How are you driving intentional culture in your organization?	Do you conduct performance evaluations? Do you develop leadership in some other way?
TECHNOLOGY	How do you manage and communicate these processes to ensure they are being done effectively? Is it scalable? Does it drive results?		

# Deming Cycle of Operational Excellence



## Plan

Establish the objectives and processes necessary to deliver results

## Do

Implement the plan and execute the process

## Check

Compare actual results to expected results

## Adjust

Make adjustments to plan as needed to improve results

## The Process

Our six-stage implementation process will guide and integrate your entire organization into the ETW system. By following the below agenda, you will create an environment for your people to engage and adapt to the change more quickly and efficiently.

**PLANNING:** We will gain an understanding of your current management practices and begin program initiation.

**EXECUTION PLAN BUILD-OUT:** Prior to diving into the system itself, leadership will create their execution plan. The ETW team will facilitate and assist in the validation of the execution plan.

**MANAGEMENT CYCLE:** Your leaders will be introduced to the system, and begin by creating requirements for their direct reports. These requirements will be evaluated during the 1-to-1 process.

**ROLLOUT TO DIRECT REPORTS:** Following the management rollout, direct reports will then be introduced, and also tasked with creating requirements for their direct reports for the 1-to-1 process.

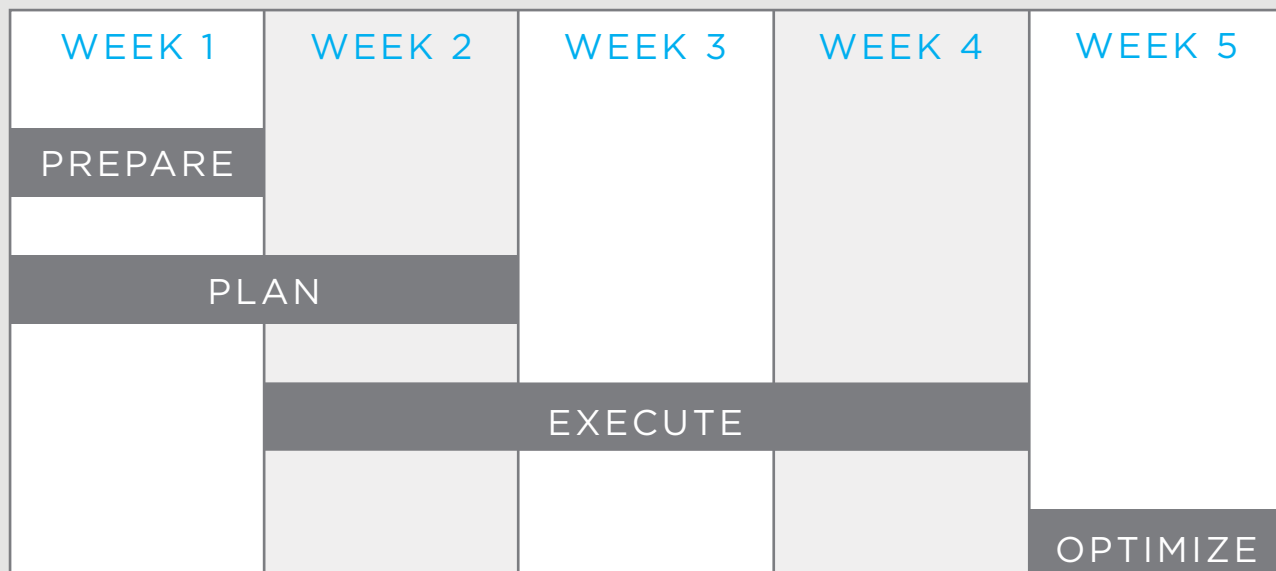
**ROLLOUT TO REMAINING EMPLOYEES:** The remaining employees will be introduced to the system, and begin their 1-to-1 process.

**KICKOFF EVALUATION CYCLE:** Managers conduct evaluations of direct reports.

**OPTIMIZATION:** Your ETW Service Representative will continue working with you to conduct assessments with workshops, build a framework for intentional culture, and additional training as needed.

The following page highlights the typical time frame for the different elements of the implementation process.

Set your team up for success in as few as 5 weeks



## About ETW

ETW provides a platform to track, evaluate and measure employee performance against goals. 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](mailto:info@etw.com)



ETW

### EXECUTE TO WIN

Business Operating System  
for the Modern Enterprise  
[www.etw.com](http://www.etw.com)