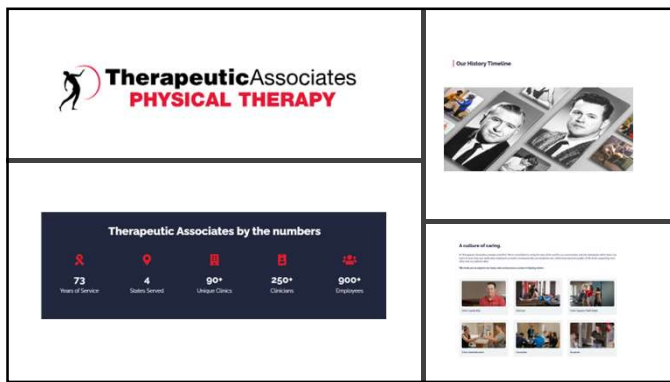




1



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3



4

Strategic Planning Model

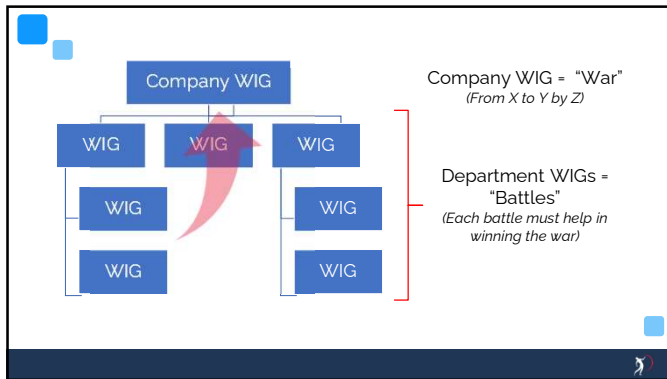
1. Why do we exist?
2. How do we behave?
3. What do we do?
4. How will we succeed?
5. What is most important right now?

5

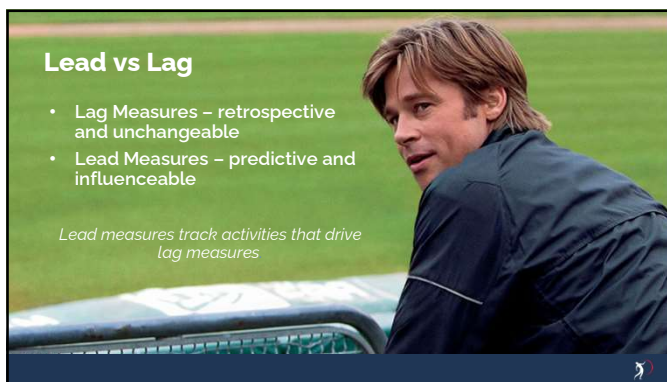
4 Disciplines (4DX)

- Focus on the Wildly Important
- Act on the Lead Measures
- Keep a Compelling Scoreboard
- Create a Cadence of Accountability

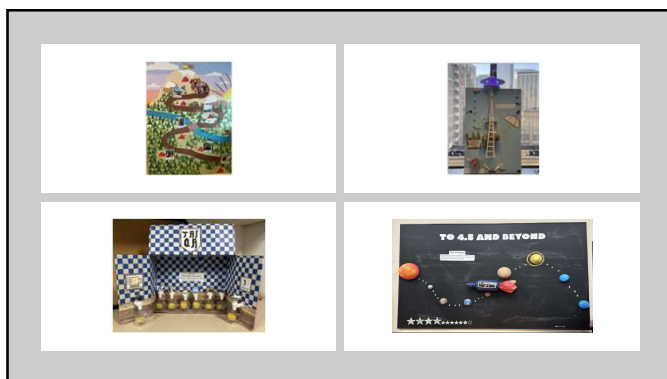
6



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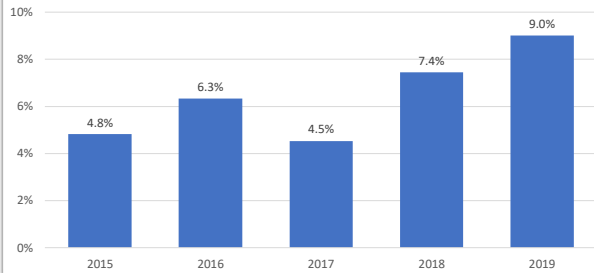
9

Cadence of Accountability

- This is where the real execution takes place
- 20-minute weekly meeting to discuss progress
- Do not discuss the whirlwind even if the building is on fire

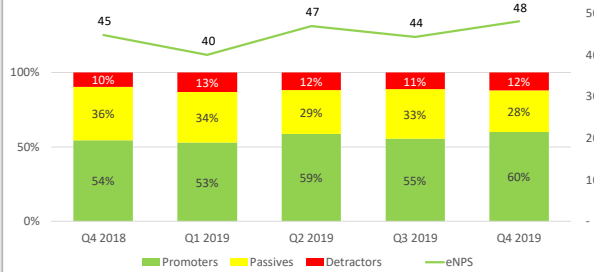
10

Revenue Growth



11

Employee Net Promoter Score (eNPS)



12

2024

Increase our joy in work average score from 4.1 to over 4.5 by December 31st, 2023.

2025

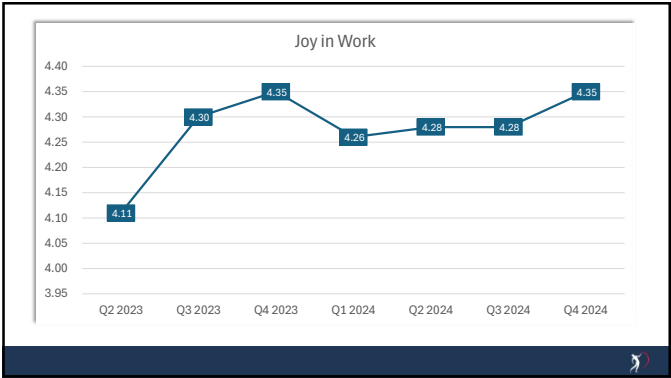
Increase our joy in work average score from 4.35 to over 4.50 by December 31st, 2024.

- Meaning
- Caring
- Value / connections
- Learning
- Feedback
- Work environment

13

Constructs	Biggest Drivers	Lowest Scores
Meaning		
Caring	X	
Value / Connection	X	X
Learning		
Feedback	X	X
Work Environment		

14



15

What we have learned thru 4DX

- The system drives organizational focus
- The power of saying, "No"
- The weekly cadence is critical to move the lead metrics
- We provide a list of "pre-approved" clinic battles

16

Company Playbook

+

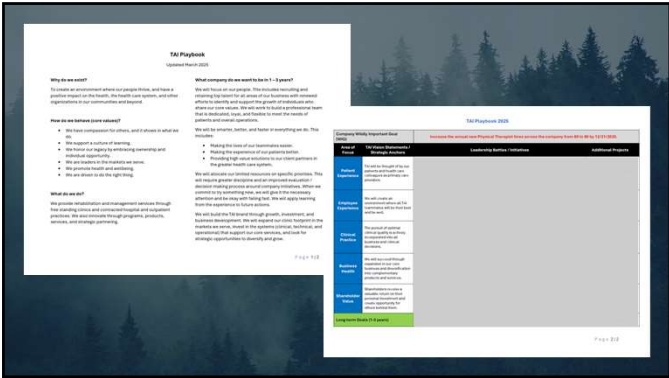
1. Why do we exist?
2. How do we behave (core values)?
3. What do we do?
4. How will we succeed (strategic anchors)?
5. What do we want to be in 2-3 years?
6. What is most important right now (WIGs)?
7. How will we measure success?

17

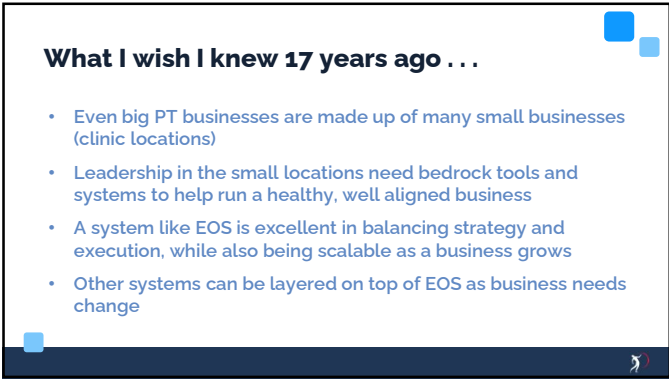
2025

- TMO
- Agile
- Initiatives
- Projects
- Sprints

18



19



20



21
