EXECUTIVE WINS







EXECUTIVE WINS WORKSHOP

WITH

GORDON SHEPPARD











Executive Wins Workshop



Introduction

When was the last time you stopped to acknowledge a win (instead of always putting out fires)?

Do you know how you got that win? Could you repeat it?

The ‘Executive Wins Workshop’ will help you learn how to examine a past win in a structured way - so you can use that structure to get more wins in the future.

Wins may include executing projects, improving processes, implementing policy, leadership development and more.



Overview

In this highly interactive presentation participants will learn the **Anatomy Of A Win** which includes:

Strategy: What vision, mission, values and goals will help you get a win?

Work Plan: What is the practical plan that you need to get a win?

People: Who will help you get a win? What skill set and attitude should they have?



Operations: What systems, processes and policies do you need to get a win?

Results: What will you measure to know you were successful?

In addition, participants will learn how to build a wins list along with finding ways to authentically celebrate a win.

Program Details

The Executive Wins Workshop includes:

- Facilitation by Gordon Sheppard
- 1/2 day or Full Day options
- Pre-interviews with 3 key stakeholders to prepare for the workshop
- Up to 25 participants per workshop
- Available in-person or online
- Executive Wins Workbook
- A copy of the Executive Planning System (700 page PDF)
- Certificate of Completion





Pricing

- Contact Gord for pricing for ½ day, full day and Corporate Retreats

The Result

By the end of the Executive Wins Workshop senior leaders will:

- Understand how to reverse engineer a win (so it can be repeated)
- Build their own Wins List, which can be used for growing profitability, improving company culture, innovation, team-building and more
- Learn how to celebrate authentically and use winning language to inspire their staff and customers

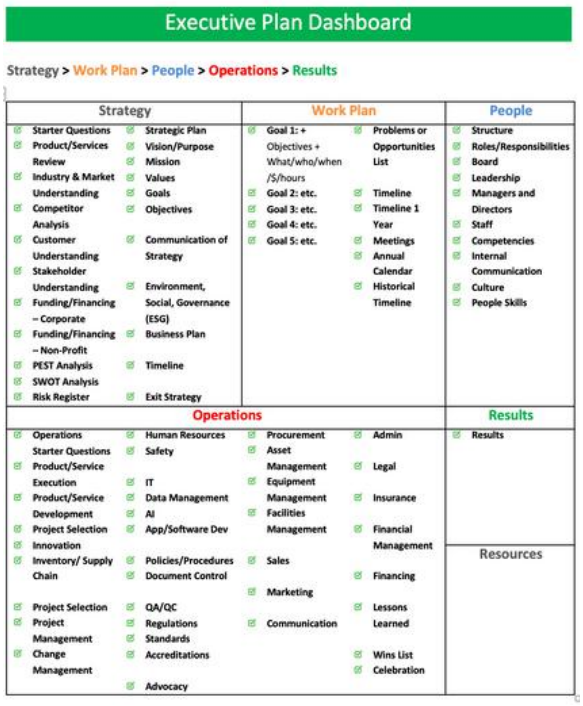
Background

About Gordon Sheppard



Gord is the CEO of Executive Wins, a company that is dedicated to helping leaders take a positive, structured approach to grow themselves and their organizations.

With 25+ years of experience, an MBA and Prosci Change Management Certification, Gord is an experienced Executive Coach, Facilitator, and Business Advisor who helps leaders achieve their goals.



Executive Plan Dashboard

Strategy > Work Plan > People > Operations > Results

Strategy		Work Plan		People
Starter Questions	Strategic Plan	Goal 1: + Objectives + What/who/when /$/hours	Problems or Opportunities List	Structure
Product/Services Review	Vision/Purpose	Goal 2: etc.	Timeline	Roles/Responsibilities
Industry & Market Understanding	Mission	Goal 3: etc.	Timeline 1 Year	Board
Competitor Analysis	Values	Goal 4: etc.	Meetings	Leadership
Customer Understanding	Goals	Goal 5: etc.	Annual Calendar	Managers and Directors
Stakeholder Understanding	Objectives		Historical Timeline	Staff
Funding/Financing – Corporate	Communication of Strategy			Competencies
Funding/Financing – Non-Profit	Environment, Social, Governance (ESG)			Internal Communication
PEST Analysis	Business Plan			Culture
SWOT Analysis	Timeline			People Skills
Risk Register	Exit Strategy			

Operations				Results
Operations Starter Questions	Human Resources	Procurement	Admin	Results
Product/Service Execution	Safety	Asset Management	Legal	
Product/Service Development	IT	Equipment Management	Insurance	
Project Selection	Data Management	Facilities Management	Financial Management	
Innovation	AI	Sales	Financing	Resources
Inventory/ Supply Chain	App/Software Dev	Marketing	Lessons Learned	
Project Selection	Policies/Procedures	Communication	Wins List	
Project Management	Document Control		Celebration	
Change Management	QA/QC			
	Regulations			
	Standards			
	Accreditations			
	Advocacy			

The Anatomy of a Win

The Anatomy of a Win is based on the Executive Planning System that Gord built to help leaders take a structured approach to growing their organizations.

It includes 5 key areas:

- Strategy
- Work Plan
- People
- Operations
- Results

Within each area you'll find a detailed set of questions and prompts to help you get more wins in your business.











WHAT CLIENTS SAY ABOUT WORKING WITH GORD



"Gord has an uncanny gift of being able to read individuals and situations, while bringing out their best in a very short amount of time. He helped us to produce great results that are truly actionable."

Cynthia Annett - Board Chair
Special Olympics Edmonton



"If you would like to engage your staff or students in an interactive session, contact Gordon Sheppard. Gord will share valuable information and strategies to make your meetings worthwhile, productive and engaging."

Marg Ralstin - Manager
MacEwan University



Gordon Sheppard was hired to facilitate our strategic planning session, and it was a fantastic experience. He helped guide us through to a more comprehensive and organized plan.

He engaged our board and executive with thought provoking questions, which led us to a more defined focus that would allow us to encompass unexpected change in our industry, while still guiding our board and association staff on a path to success.

Cindy Wallace - Member Engagement Specialist
Alberta Association of Registry Agents