The Washington Speakers Bureau

# impact

Online Access to the World's Greatest Minds

learning channel

**Enterprise e-Learning**
**@ImpactChannel.com**

The Impact Learning Channel is a revolutionary business education channel focused on one goal:

DELIVERING HIGH IMPACT STRATEGIES FROM WORLD RENOWNED BUSINESS VISIONARIES WITH LASTING RESULTS.

## INTRODUCTING THE IMPACT SOLUTION

### What is an Impact Solution?

@ Impact Solutions combine world-class business strategies with a results-focused online experience. Mission critical program topics include innovative leadership, magnetic customer service, continuous innovation, ethical excellence, and sustainable growth among others. Each Impact Solution is designed for bottom line results.

@ Impact solutions are delivered to any Web-connected computer in the office, at home, or when traveling. They are entirely self-paced and designed to meet the individual scheduling demands of an entire organization, whatever the size.

### How is an Impact Solution different from other online education products?

@ Unlike an abstract learning experience, Impact Solutions actually provide a framework for implementation and are tightly focused on execution rather than passive learning "about" something.

### How do Impact Solutions benefit individuals and organizations?

@ **Extending the reach of world-class business strategies** beyond a Live Event in the form of a 24X7 On-Demand solution focused on execution and impact.

@ **Empowering clients with practical tools** for implementing the innovative methods and models presented.

**Find Out More Today at ImpactChannel.com!**

WashingtonSpeakersBureau

877.793.8191 info@impactchannel.com
www.ImpactChannel.com

A Yield Education Media Channel

Yield EDUCATION

© 2005, Impact Learning Channel, Inc. and the respective copyright holders

The Washington Speakers Bureau

impact

Online Access to the World's Greatest Minds

learning channel

# IT'S YOUR SHIP

**THE MIKE ABRASHOFF IMPACT SOLUTION™**

## The Objective

The ***It's Your Ship Impact Solution*** is an innovative, Web-based, self-paced, learning program from Mike Abrashoff and the WSB Impact Learning Channel (ILC). It delivers Abrashoff's renowned GrassRoots Leadership principles in an interactive environment that will literally transform the leadership style of leaders at all levels and create and organization where:

- **Leaders listen aggressively in order to manage change on their own terms**
- **The focus is on purpose and performance**
- **Every person takes ownership and feels responsible for organizational success**
- **Change and innovation are not only accepted but embraced**

## The Benfold Transformation — A Case Study

As the newly-minted Commander of USS Benfold, Captain Abrashoff faced the staggering challenge of improving the performance of the Navy's worst performing ship. His tool kit was limited by rules and bureaucracy: he couldn't hire, fire or offer pay raises — but what he *could* do was try to change the culture — *and* reinvent his leadership style to adapt to the task. He did precisely that, and in the process the ship went from worst to first in the Navy — using, remarkably, the same crew who performed so poorly.

Publications from *Fast Company* to the *Harvard Business Review* have heralded the remarkable turnaround of the Benfold. Business schools have made it a case study in leadership success, and organizations of all sizes have adopted these acclaimed principles. Now for the first time, the GrassRoots Leadership system is available in one self-paced program that shows how to take organizational performance to extraordinary levels.

## Available Stand-Alone or To Reinforce Mike's Live Presentation

The ***It's Your Ship Impact Solution*** is designed to be used one of two ways — as a stand-alone learning program or as a follow-up to Mike's speech — providing a means by which to sustain the message he delivered at your conference and a roadmap for participants as they put the GrassRoots Leadership principles to use.

# The It's Your Ship Impact Solution Program — Customized for Your Needs

**The *It's Your Ship Impact Solution* features a custom Introductory Module, and a spectrum of powerful GrassRoots Leadership simulations, tools, assessments and interactive lessons in four Learning Modules.**

**Introductory Module.** The Introductory Module is a customized learning segment containing organization/industry-specific information and opportunities to collect custom data from participants. ILC will work with you to jointly develop this segment at no additional charge. *Up to 20 hours of development, and will include:*

- **An audio message** from the key leader in your organization.
- **A lesson** outlining key leadership and growth challenges unique to your industry or organization.
- **Participant surveys** to gather data points and feedback in advance.
- **Suggested reading.**
- **Company-specific policies** and procedures.

**Assess!** The Assess Module provides individuals and organizations with an immersive learning experience and powerful tools to measure their GrassRoots Leadership competencies. *The Module is completed in three distinct sections:*

- **The *It's Your Ship Self-Assessment*** provides all participants with the opportunity to evaluate their own day-to-day leadership behaviors, identify areas for improvement and assess their future leadership potential. The self-assessment reinforces the GrassRoots Leadership principle that "everyone is a leader."
- **The *It's Your Ship Supervisor Assessment*** is completed by all "direct reports" and provides supervisors and corporate executives with anonymous assessment results of their leadership approaches.
- **The *It's Your Ship Assessment Review*** leads all participants through a detailed review of ten categories of GrassRoots Leadership techniques and behaviors. This section contains video mentoring segments by Mike Abrashoff, as well as case studies and other best practices.

**Challenge!** Participants are challenged to play the role of a leader throughout a series of situations dealing with low-performing and high-performing teams. Their objective: to correct productivity and morale problems by applying the right combination of leadership techniques or behaviors. *The Challenge module also features:*

- **Targeted feedback** to participants about their suggested approaches to problem resolution.
- **Video debriefings by Mike Abrashoff** reviewing the applicability of GrassRoots Leadership principles to each situation.

**Apply!** The Apply Module leads participants through a series of learning exercises designed to test comprehension and measure their ability to apply core GrassRoots Leadership principles. *Lessons include:*

- **Retrieval exercises** and quizzes that test comprehension.
- **Real world scenario** challenges.
- **Instructional games** that reinforce GrassRoots Leadership principles.

**Implement!** The Implement Module provides individuals and executives with a collaborative approach to implement the core GrassRoots Leadership principles throughout their organization. *Key components include:*

- **The Idea Mill** leverages the power of your people. It's an innovative brainstorming tool that **solicits input** from all participants on GrassRoots Leadership ideas for their organization, and then **ranks** those suggestions using a unique peer review process. This is a powerful tool that enables all of the best suggestions to "bubble up" to executive management, and efficiently promotes the creation of new organizational best practices.
- **Video coaching by Mike Abrashoff** on the key tasks and challenges an organization may face.
- **Strategies for mobilizing senior leadership**, managing the supervisor relationship and conducting "after action" reviews.

# Impact Results

**The Impact Solution delivers immediate results with Impact Dashboard reporting, allowing managers to "see the ship through the eyes of the crew." Individual participants, supervisors, and executive management have access to unique dashboard views.**

**Custom Profiles.** Impact Dashboards enable participants to update personal information instantly, *and feature:*

» **Contact information** and **password management**

» **Personalized program enrollment portfolios**

**Progress Gauges.** Impact Dashboards display real-time Progress Gauges that feature:

» Individual, team and org-wide **progress tracking**

» Individual and team **completion rates**

» Start and expiration information for **time management**

**GrassRoots Solutions.** Idea Mill results flow up the chain of command into the Impact Dashboard, displaying the best business improvement ideas developed by employees. The highest ranked solutions are summarized here for executive review and implementation. As Mike Abrashoff says, "those on the front lines possess a unique perspective on how to improve operations." The result is a practical set of creative ways to boost bottom-line results. *Idea Mill results feature:*

» **Peer-approved and rated results**

» Cross-departmental collaboration and **solution sharing**

» Idea improvement and group **refinement features**

» Automated **ranking engine**

» Supervisor and executive **snapshots**

**Leadership Assessment Results.** Leadership Evaluations are analyzed within the Impact Dashboard. Supervisors can compare their own evaluations against their team's assessment, identifying constructive avenues for improvement. Areas of weakness are flagged and Mike Abrashoff provides direct critical feedback. *Dashboard Assessment Results feature:*

» **Self evaluation results**

» **Supervisor and team member comparative results**

» **Video briefs with Mike Abrashoff** on leadership best practices

» **Direct feedback from Mike Abrashoff** on maximizing management techniques

**Impact To-Go.** Impact Dashboards include important Implementation Tools that are fully portable. This area equips GrassRoots Leaders with the tools to implement bottom-line change for the good of all. These resources help to make each team and the entire organization stronger. *Impact To-Go features:*

» **Key takeaways download**

» **Impact strategies download**

» **Leadership simulation & game access**

# Technical Details and Requirements

**The *It's Your Ship Impact Solution* is an entirely Web-based program that is hosted and maintained by ILC on our own servers. Participants in the *It's Your Ship Impact Solution* will be able to access the program online 24 hours a day, seven days a week for the duration of the contracted time.**

**Specific technical requirements for the program are as follows:**

## System & Software Requirements

| | |
|---|---|
| **Operating System** | Microsoft Windows 95, 98 / 2000 Microsoft 2000 Professional, or XP |
| **Processor** | Pentium Class 266 MHz or higher |
| **Memory** | 128 MB Ram |
| **Disk Space** | 50 MB of available hard-disk space |
| **Audio** | Audio card required |
| **Media Plug-ins** | Macromedia Flash |
| **Internet Browser** | Microsoft IE v 4.0X or higher |
| **Pop-up Windows** | Pop-Up blocking software must be disabled during the program. Please check both your own PC and your network. |
| **Firewall Provisions** | Non-streaming video options are provided for corporate firewalls that prevent streaming media. |

# Price Proposal

**This section describes the assumptions for the price proposal and provides the estimate of hours and costs for any customization, if applicable.**

| Item | Cost |
|---|---|
| **It's Your Ship Impact Solution**<br>Base price license for 200 employees | $20,000 |
| **It's Your Ship Impact Solution**<br>License for 300 additional employees @ $90/employee | $27,000 |
| **Additional Impact Solution Licenses**<br>For more than 500 individuals is available. | Contact ILC |
| **Custom content integration** | 20 hours Included |
| **Additional custom content integration** | $150/hour |
| **Hosting and customer support** | Three months Included |
| **Additional months of hosting and customer support is available.** | $1,000/month |

# How We Begin

**At the outset, we hold a teleconference to discuss your objectives and discuss ways to customize the program to meet your needs.**

That conversation forms the basis of the project objectives and implementation of the program. We will seek to understand your challenges and how to leverage the strengths of the ***It's Your Ship*** program to meet your unique needs.

We will also discuss a target launch date. Generally speaking, the program will be available for three months following the launch.

## FOR MORE INFORMATION

» **ImpactChannel.com**