

ARCHITECTS OF THE NEW PRODUCTIVITY™



*You've got a great strategy
-now it's time to execute.*

*Your team has a proven performance record
-now the market demands more.*

*You know your financial & strategic targets...
-BUT are your people on track to hit them?*



From 'Busy' to Productive

In today's organizations everybody is 'busy'. But, are people spending their energy focused on the right goals?

Five Star's three-phase process takes your teams from 'Busy' to Productive.

- ▶▶ Phase 1: High-energy facilitated workshop
- ▶▶ Phase 2: Monthly progress reviews and learning on tactics to maximize execution.
- ▶▶ Phase 3: Regular log in to Vector5 to keep everyone on track, motivated and accountable - so REAL and LASTING change occurs.

Five Star's VECTOR5™

Vector5 enables teams to effectively execute strategic initiatives and achieve mission-critical targets. Simply put, Vector5 facilitates transparency throughout your organization - providing the simplest route to accountability.

Everyone is clear how their actions impact the entire team. Progress on individual actions is tracked against the measurable goals set by the team. Vector also lets users communicate roadblocks and suggests shared resources for solutions.

For executives, Vector5's digital dashboard provides an immediate way to review goal status of every team—anywhere, anytime—from the desktop or on mobile devices. It's like an instant company-wide health assessment—ALWAYS.

"IN ALL MY CORPORATE LIFE I HAVE NEVER HAD A TEAM SO ALIGNED AND FOCUSED ON THE RIGHT GOALS AND ACTIONS."

VP GENERAL MANAGER,
MCKESSON (FORTUNE #18)

"THERE'S A FIRE IN MY TEAM'S EYES THAT DIDN'T EXIST BEFORE. THESE ARE NO LONGER JUST MY GOALS, THEY'RE OUR GOALS."

CEO,
BAYLOR SURGICAL HOSPITAL

"FOR THE FIRST TIME, MY SENIOR LEADERS ARE THINKING CONSCIOUSLY ABOUT HOW THEIR TEAM CAN FULLY SUPPORT THE GOALS OF ANOTHER FUNCTIONAL TEAM."

GENERAL MANAGER,
WESTIN WESTMINSTER

Now, the Five Star Institute offers a discipline to ensure execution and alignment throughout organizations. Now, you can fully meet your strategic and financial targets.

Five Star's business solutions get teams focused, break down silos and unleash latent energy, so teams can execute on strategy like never before.

Through Five Star's collaborative, year-long team process, supported by Vector5™—our powerful web-based alignment system—teams and individuals achieve a new Performance Edge, unleashing their highest potential to produce sustained AND measurable results.

The Five Star Solutions

- ▶▶ Create **alignment** on key OUTCOMES
- ▶▶ Delineate **action** steps so that teams are in sync and executing at peak performance
- ▶▶ Hold individuals and teams **accountable** to themselves and each other
- ▶▶ Build a positive **attitude** of goal 'ownership'
- ▶▶ Ingrain lasting change in behaviors and norms because the Five Star process and tools are **always** in use

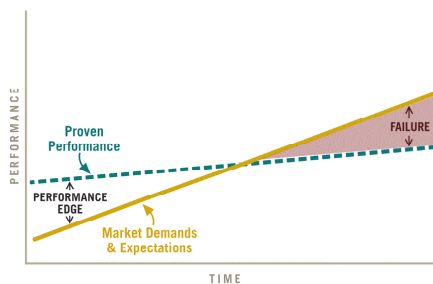


FIVE STAR SOLUTIONS



Aligning for Execution™

Most teams move forward with steady incremental improvement—delivering a “proven” level of performance. The challenge for leaders is that today, the trajectory of marketplace demands is often much faster than the company or business unit's proven performance.



Continuing with “business as usual” can take an organization that once had a **PERFORMANCE EDGE** and eventually lead to **BUSINESS FAILURE**.



To stay well ahead of the market, the company's Stakeholders, Board and C-Level Team set new Strategic and Financial Performance Targets. The result is a **PERFORMANCE GAP**.

For organizations to reach these new targets, incremental improvement is not enough. It requires change. It requires new key initiatives. **CLOSING THE PERFORMANCE GAP** and helping your team successfully execute on these new critical initiatives is what Five Star's *Aligning for Execution* program is all about. Through aligned, accountable execution of strategy, a **NEW PERFORMANCE EDGE** is reached and sustained.

Aligning for Success™

Five Star's programs are NOT one-size-fits-all. The intensive *Aligning for Success* process is designed to meet the specific needs of top-level management. The session coaches leaders on how to use Vector5 to maintain focus on strategy, sustain an engaged team and maximize productivity.

Aligning for Personal Performance™

This two-hour engaging online learning course motivates individual contributors to focus their daily actions on desired outcomes and the right goals through the power of Vector5.

Execution Engines™

In monthly Execution Engine meetings, teams use Vector5 to review progress on goals and actions, recognize successes, collaborate on solving problems and recalibrate as necessary.

Our Teams' Clients

Together, the Five Star team has more than 200 years of collective experience:

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|-------------------------|------------------------------------|
| McKesson | EXXON Chemical |
| Baylor Hospital Systems | AETNA |
| Westin/Starwood | American Medical Service |
| City of Northglenn | Amgen |
| Microsoft | St Mary's Hospital |
| U.S. Air Force | American Medical Response |
| Procter & Gamble | Unilever |
| Marriott, Intl. | Avon |
| Nestle | Sara Lee |
| PepsiCo | Gallup |
| Tap Pharmaceuticals | Heineken |
| Vodafone | LG |
| Merck | Philips |
| GlaxoSmithKline | Duke University School of Medicine |

“EXECUTION IS THE GREAT, UNADDRESSED ISSUE IN THE BUSINESS WORLD TODAY. - ITS ABSENCE IS THE SINGLE BIGGEST OBSTACLE TO SUCCESS.”
—LARRY BOSSIDY/RAM CHARAN, EXECUTION

“EVERYBODY NEEDS TO KNOW - ‘IF I ONLY HAVE ONE HOUR TO WORK, HERE IS WHAT I AM GOING TO FOCUS ON?’
—LEWIS CAMPBELL CEO, TEXTRON

“UNLIKE MANY PLANNING PROCESSES THAT BEGIN WHERE A TEAM IS AND BUILD ON ITS HOPES AND ASPIRATIONS, THE FIVE STAR INSTITUTE BEGINS WITH THE ORGANIZATION'S STRATEGY AS REPRESENTED BY FINANCIAL TARGETS AND STRATEGIC OUTCOMES.”
VP GENERAL MANAGER, MCKESSON (FORTUNE #18)



www.5starinstitute.com

ALIGNMENT > ATTITUDE > ACTION > ACCOUNTABILITY > ALWAYS

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