

7-Step Execute Your Vision and MO

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ULTIMATE VISION: Webster Chrysler Jeep is known throughout the community as *the* place to go – because they operate from a point of SharedKnowledge -- the ultimate formula for organizational success.



Hat Ownership

Ensure the implementation is comprehensive, insightful and provides tangible and monetary results.

Ownership for SRI starts with an organizational assessment covers implementation of the 7-Step SharedKnowledge process and ends with installation of SharedMomentum (MO) as the mechanism for sustaining the initiatives.

Ownership for WCJ starts with disclosing current state covers full cooperation for the implementation and ends with active use of SharedMomentum (MO) as a test case providing feedback and insight.



Change Goal

Create an environment of SharedKnowledge within Webster Chrysler Jeep through the 7-Step Execute Your Vision process.



Objectives

- Establish the 7-Step SharedKnowledge process in five functions (sales, admin, parts, service, body).
- Increase total monthly revenue by 22 % (from \$180,000 to \$220,000) by Sept 1, 2007.
- Continue double digit growth each quarter thereafter.



Strategies / Requirements

- To meet objectives, program must start June 1 and have the full support / active participation of WCJ.
- Work from a base of mutual respect – for all levels and functions
- Create a Quad II approach moving away from “firefighting” and toward planning and preparation.
- Create environment of 100% employee engagement to create solid revenue stream that fosters growth
- Establish a base of communications that includes every individual (email addresses, mail folders, team meetings, organization chart)
- Engage every employee in the program, using a variety of techniques / tools (such as email, GoToMeeting, SurveyMonkey, one on ones between managers and employees, round tables, idea initiatives, role definitions, accountability processes, vision engagement, evaluation, rewards)



Action Plan

- Sign project proposal, identify specific compensation arrangement and by May 31
- Conduct a Voice of Employee assessment starting June 1 and ending by June 15
- Facilitate defining or refining the WCJ vision, mission, values and competitive advantage by June 30
- Develop roles and change plans for with every individual in the business by July 15
- Create accountability processes to enable empowered actions by every individual / team by Jul 30
- Establish evaluation and reward processes by Jul 30
- Implement the SharedMomentum web-based system by Aug 30