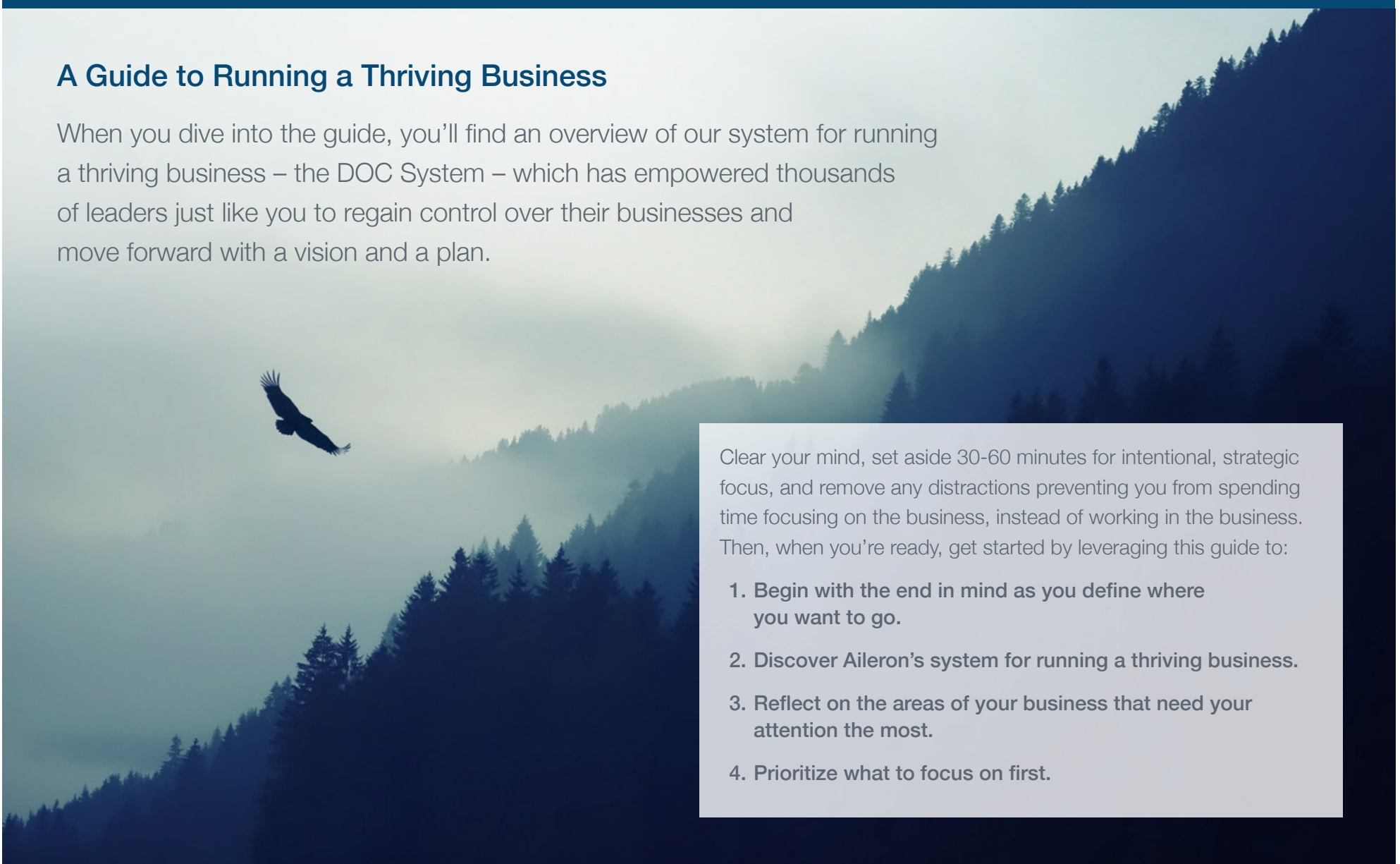


Building Momentum to Create Change

A Guide to Running a Thriving Business

When you dive into the guide, you'll find an overview of our system for running a thriving business – the DOC System – which has empowered thousands of leaders just like you to regain control over their businesses and move forward with a vision and a plan.

The background of the slide is a photograph of a misty, mountainous landscape. In the foreground, a dark evergreen forest covers a hillside. In the middle ground, a thick layer of white mist or fog fills the valley. In the background, more forested hills are visible under a pale, overcast sky. A single eagle is captured in mid-flight on the left side of the image, its wings spread wide, flying towards the right.


Clear your mind, set aside 30-60 minutes for intentional, strategic focus, and remove any distractions preventing you from spending time focusing on the business, instead of working in the business. Then, when you're ready, get started by leveraging this guide to:

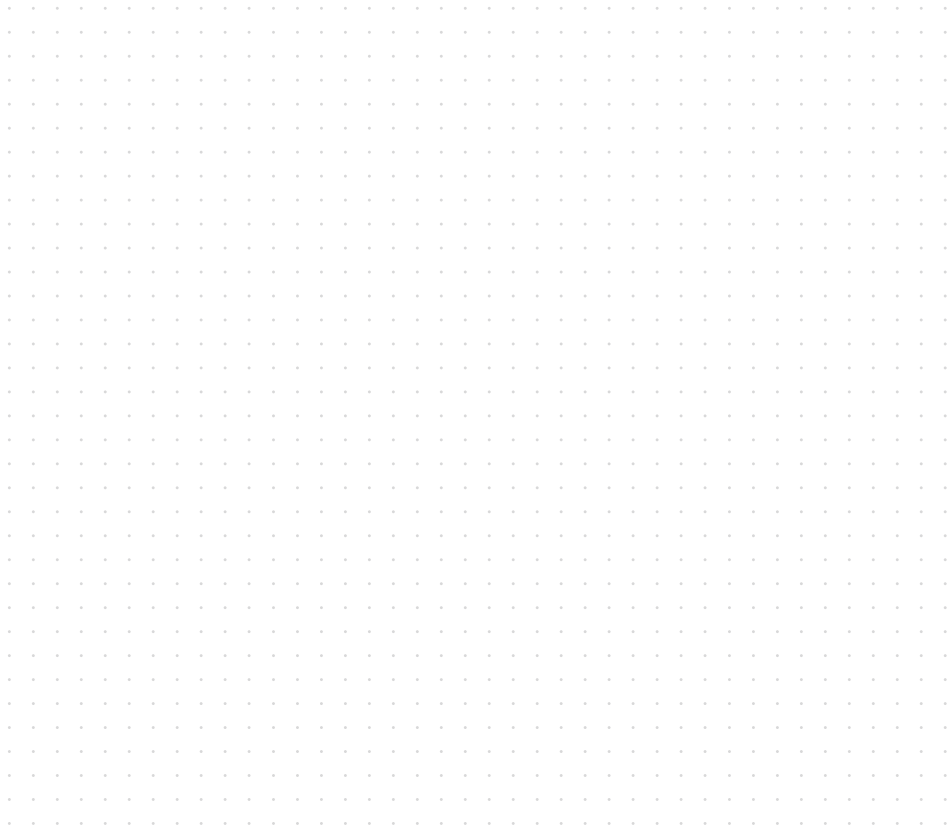
1. **Begin with the end in mind as you define where you want to go.**
2. **Discover Aileron's system for running a thriving business.**
3. **Reflect on the areas of your business that need your attention the most.**
4. **Prioritize what to focus on first.**

Define Where You Want to Go

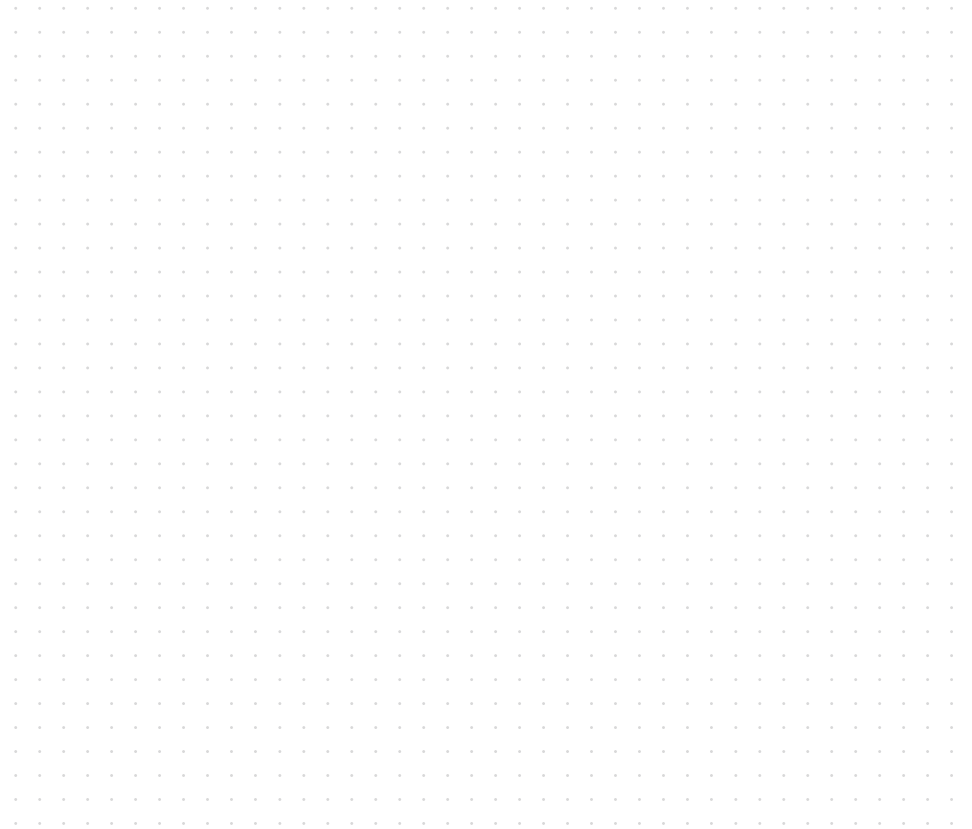
Begin with the End in Mind

To get you started, answer the following questions about the future state of your business.

 What do you want to be new, better, or different a year from now?

A large rectangular area filled with a grid of small, light gray dots, intended for handwritten notes.

 What would that do for you if you achieved it?

A large rectangular area filled with a grid of small, light gray dots, intended for handwritten notes.

Welcome to the DOC System

Working *On* the Business, Not *In* It

The Aileron DOC System is our unique approach to running a thriving business that lasts. The system allows leaders to identify and address areas of the business that need attention, and creates a future-oriented focus that emphasizes working *on* the business, not *in* it.



Direction – Setting the Vision

Leadership

Growing self-awareness to better understand and show up intentionally for yourself and others

Strategy

Creating competitive advantage and clarifying the plan for the future

Operation – Aligning the Team

Business Structure

Aligning the business, teams, and resources toward the vision

People Development

Evolving individual and team talent to meet the business's needs today and tomorrow

Control – Staying the Course

Culture

Fostering an environment and behaviors that bring the business's values to life

Organizational Performance

Experimenting, testing, and learning to improve the business's systems, processes, and results

Reflect on Areas of the DOC System

How To Get from “Here” to “There”

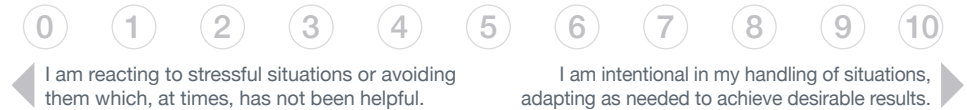
You know where you are today, and you just spent a few moments thinking about where you want to be in the future. But, there can be a lot to consider when it comes to getting from “here” to “there.” With your vision for the future in mind, you can begin to design a plan and generate ideas for how to reach your desired outcomes by understanding how the business is currently performing.

Thinking of your organization as a whole can lead to untargeted actions. The DOC System gives you some lenses to evaluate your organization through, which will help you find some very specific areas to target. This self-assessment can help you consider the areas of the business that may be blocking you from reaching your desired outcomes.

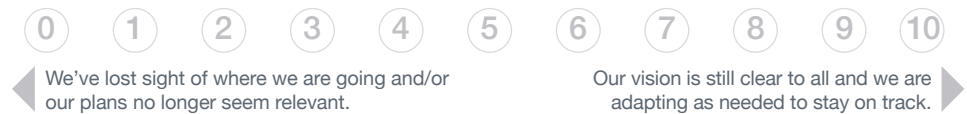


Rate your business in each of the six DOC System disciplines based on where you are today.

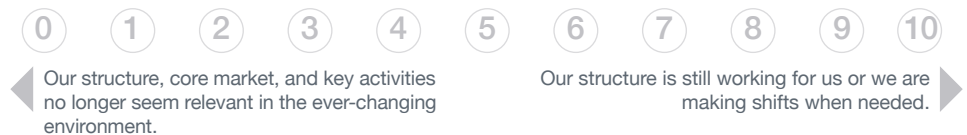
Leadership



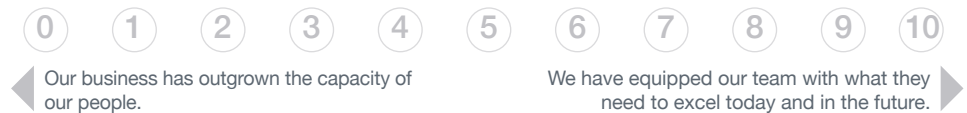
Strategy



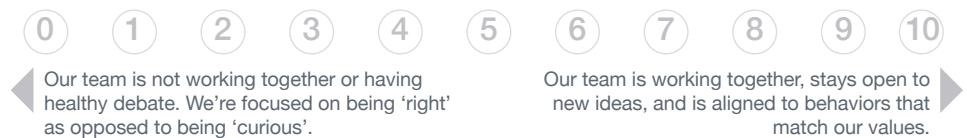
Business Structure



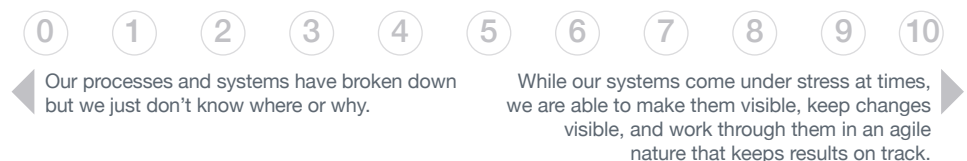
People Development



Culture



Organizational Performance



Prioritize Your Focus Area

Focus on the Greatest Impact

Not everything needs to be solved at once, and it can be beneficial to keep moving forward, making progress, and growing the business.

With that in mind, when looking over your DOC System assessment, leverage these questions to help you narrow down to the one area that, if focused on, would have the largest impact on your business.



If you could only change one thing about your business what would it be?



What did the DOC System assessment surface as an area in need of attention?



If you kept everything else at its current level of performance, what is the one area that, if you put disproportionate effort behind it, would have the greatest impact?



What are your greatest strengths that can be leveraged?



What are the areas where poor performance most needs to improve?



Based on these responses and your self-assessment (on page 3), clarify your DOC System focus area:

Leadership

Strategy

Business Structure

People Development


Culture

Organizational Performance

Continue Working to Create Change

 My DOC System focus area is:



 By working on this area of my business, I'd like to see the following 3 measurable outcomes (or changes) in my business in the next 12 months.

1

2

3

Keep the Momentum Going

You've made progress in discovering and prioritizing a focus area that can help you move the business forward. To keep the momentum going, consider the following possible next steps:

1. Review and discuss this guide with your team.
2. Design an action plan that matches those changes you'd like to make and hold yourself accountable. You have to do the work.

Want to Go Farther?

Give us a call at (937) 669-6500 or visit aileron.org/discovery. We'd love to answer any questions you may have or tell you a little bit more about how to schedule a 45-minute complimentary Discovery session to help you continue to define the path forward.



I'm a skeptical person. I've been through a bazillion seminars. By the end of the Course for Presidents®, I knew Aileron's system was exactly what I needed to grow as a leader and to set our company up for our next season of growth.

– David Crnkovich, Follow the Eyes and Quantifi Digital