



# Activating Professional Management Workshop

## Agenda

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Aileron's Activating Professional Management Workshop is designed to show how you can actively support the plan to get your company to the next level. You'll discover insight into how and why your President or CEO is beginning to do things differently through professional management.

[Click here](#) to learn more about the comprehensive program.

Here we've provided a more detailed agenda:



## Introduction

To introduce participants to Aileron, their peers, and Professional Management.

- Welcome
- Who's in the room?
- Your core thought
- Professional Management today

## Strategy

To equip participants with the courage and desire to understand the direction of the organization and the process to develop it.

- Strategic planning process
- Envision the future desired state
- Analyze the environment
- Establish strategies and objectives
- Plan for and review strategy execution
- Prepare for strategic planning

## Business Structure

To equip participants with the courage and desire to identify the components of business structure needed to achieve the future desired state.

- Attract, manage, and serve your customer
- Generate a profit
- Design the organizational structure and individual roles

## People Development

To equip participants with the courage and desire to grow themselves and other individuals within the organization.

- The need for development
- People development process
- Apply the people development process
- Development of teams
- People development next steps



## Culture

To equip participants with the courage and desire to evaluate the environment, behaviors, and activities that bring the organizational beliefs and values to life.

- What is culture
- Culture definition
- Culture design process
- Culture alignment
- Culture monitoring
- Envisioning the future culture

## Organizational Performance

To equip participants with the courage and desire to visualize and improve business results.

- The Red Bead experiment
- Develop a systems view
- A system to improve
- Measure the right amount
- Your organization's system

## Leadership

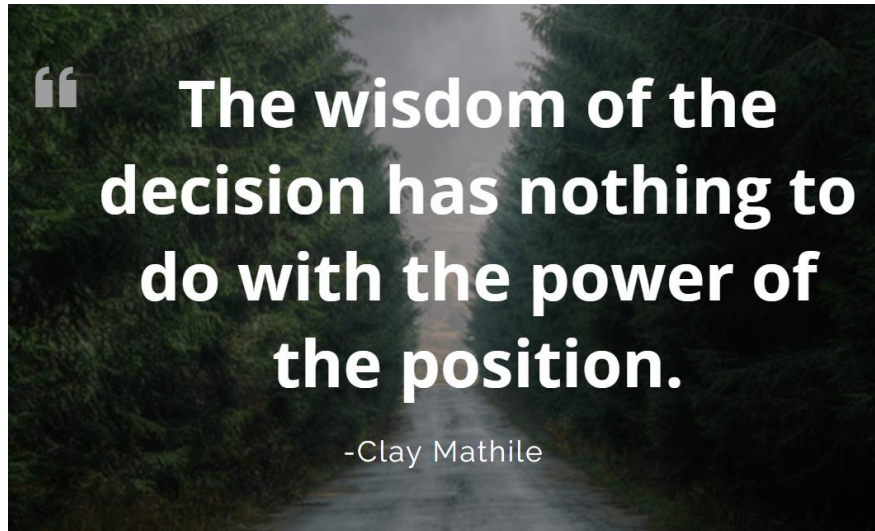
To equip participants with the courage and desire to continually know and develop themselves.

- Areas for leadership development
- Emotional intelligence
- Effective communication
- Business acumen
- Maximizing personal performance
- Develop self

## Reflection

To encourage participants to process their experiences and provide feedback, and prepare for their upcoming BA meeting.

- Information overload
- Professional Management tomorrow
- Feedback
- Your first step



## Aileron: Who we are

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At Aileron, we fervently believe privately held business fuels free enterprise and raises the quality of life for us all. As businesses move beyond the start-up phase, a systematic approach to your business is critical to sustainable and strategic growth. We call this approach Professional Management. Our proven Professional Management System teaches small business owners like you the skills you need to respond to the challenges you face as you continue to grow and succeed in your business. As a 501c3 non-profit founded in 1996, we are committed to offering the guidance and programs to support the noble calling of small business ownership.

Click here to read more [about us](#) and our [impact](#).