



# Understanding Professional Management Workshop

## Agenda

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You are on the front line. You turn plans into reality. You have to translate the mission, vision, values, and beliefs to your corner of the organization. So you need to understand how professional management benefits your company and affects your job and responsibilities.

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

Here we've provided a more detailed agenda of the day:

### Introduction

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

- Participants reflect on why they're present
- Participants determine how their emotion (and core thought) impact their experience with the Workshop
- Participants understand why Aileron exists and how Professional Management is organized in the DOC Model
- Participants understand the goal of the course is to acquire the knowledge/desire for Professional Management

### Leadership

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

- Participants reflect on what leadership means and how satisfied they are with their leadership in various areas of their life
- Participants realize a major component in leading is knowing and developing themselves through a development cycle
- Participants understand Conscious Leadership as one method of being more aware (and choosing) their own thoughts and emotions

### Strategy

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

- Participants understand why a strategy is needed and determine whether or not their organization has a strategy
- Participants recognize they receive a lot of valuable input on how the organization is performing, on customers, and on the competition



- Participants identify where that input is useful during strategic planning
- Participants recognize that the direction of the organization (vision, mission, beliefs, and values) can serve as a way to filter the inputs/ideas

### Business Structure

To equip participants with the courage and desire to understand the high level structure of the organization and the value they provide to customers.

- Participants understand how the vision and mission impact the structure
- Participants see business structure as more than just an organizational chart and understand how many elements their business owner considers
- Participants see the value they add in the perspective they have with customers
- Participants see how this value they add fits into the overall business structure



### People Development

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

- Participants understand the need in developing people
- Participants balance the responsibilities for both developers and individuals in development
- Participants realize that developing people is a cycle of discovery, exchange, and development
- Participants realize development can take many forms than simply conferences and may include delegation
- Participants consider what effective delegation looks like and what they would like to delegate or have delegated to themselves for development purposes

### Organizational Performance

To equip participants with the courage and desire to visualize and improve systems and processes.

- Participants recognize how it feels to work in an environment with high levels of variation
- Participants realize that most of the problems in an organization come from the systems and processes, not the people
- Participants value making systems/processes visible
- Participants recognize systems view diagramming as a way to make systems/processes visible
- Participants understand the PDSA cycle as a method of making intentional updates to a system

### 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.

- Participants consider how a culture is experienced by customers and how it supports a company's strategy

- Participants reflect upon their organization's culture
- Participants identify how culture is defined, aligned, and monitored and who is responsible
- Participants reflect upon their organization's values
- Participants consider how culture is aligned by considering which behaviors and practices fit their culture
- Participants learn about culture monitoring through stories of other organizations

### Reflection

To encourage participants to process their experiences and provide feedback.

- Participants reflect upon their experience
- Participants provide feedback on the course
- Participants appreciate the journey they've begun in embracing Professional Management



## 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](#).