

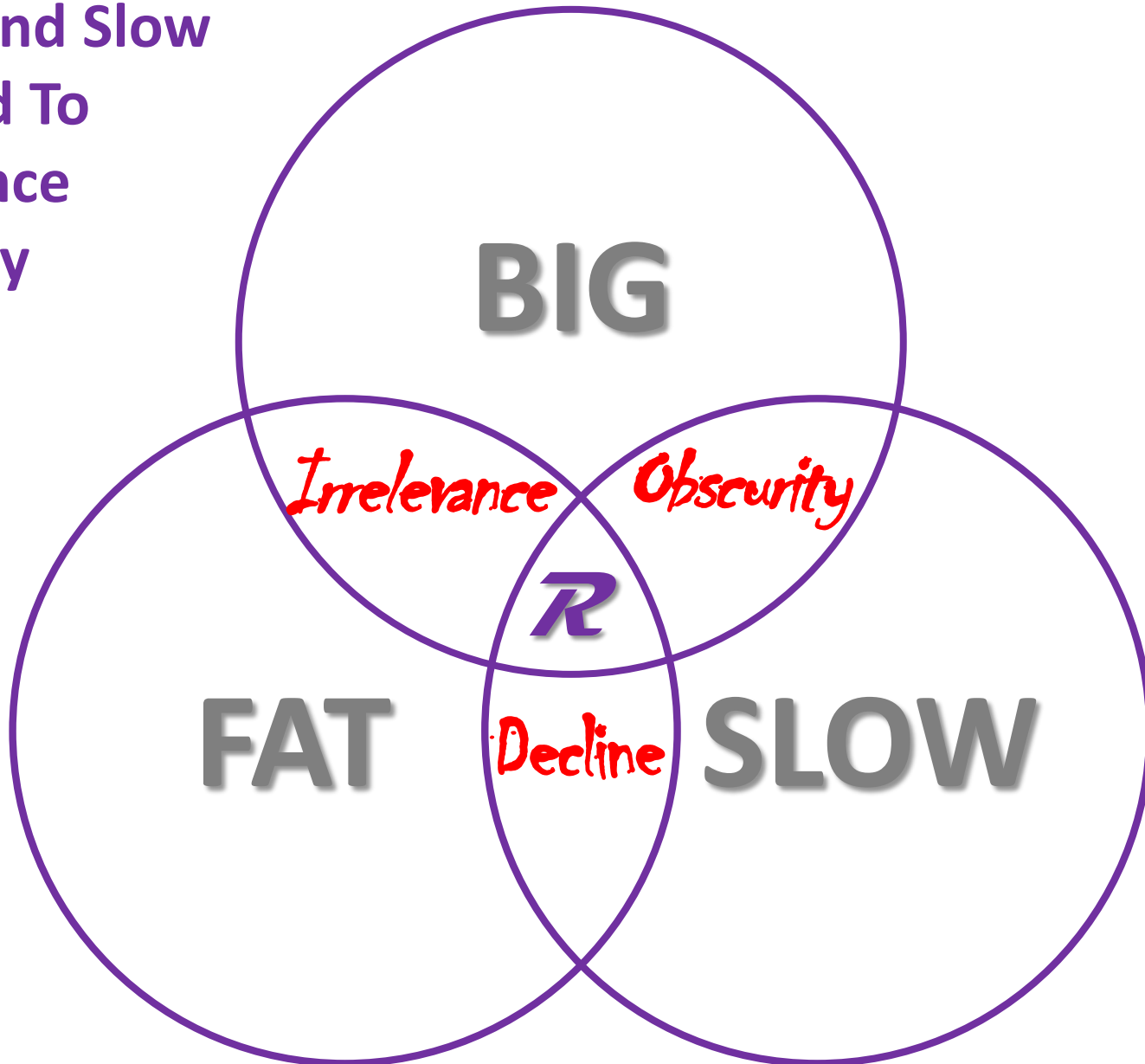
Reboot

Bringing Big-Fat-Slow Companies Back From the Brink

Dean DeBiase

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Big Fat and Slow
Can Lead To
Irrelevance
Obscurity
Decline



Typical Meeting: Chairman Asks

“Dean...How Do YOU Bring

Big-Fat-Slow Organizations

Back From the Brink of

Irrelevance-Obscureity-Decline?”



Dean Replys:

Deploying Secrets From The Top

Startup Entrepreneurs

And Turnaround Gurus

On The Planet

CEO's Asks

“How can I do that”?



Dean Replies:

**By NOT Waiting...
for the Turnaround Guy.
If you do...You're Screwed!**

Infuse Organizations With

**Speed, Thrill and Attitude
of Hectic Startups**

Reboot Zones

**Urgency, Focus, and Results
of Disciplined Turnarounds**

**Before You Need It
Before It's Too Late!**

Operate *-as if-* In Turnaround Mode

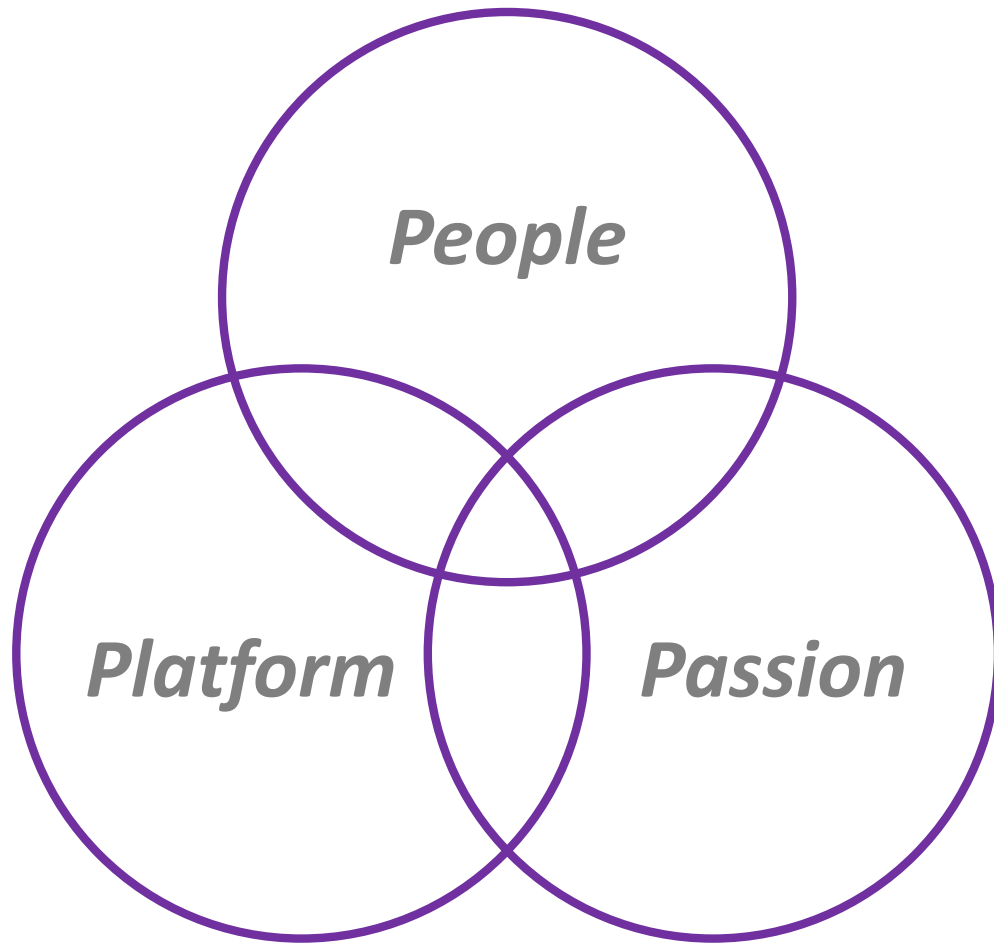
**Operate *-as if-* Under Attack
Because Your Are!**

Founders Ask

**“COOL—BUT
where do we start?”**



Tee-Up Reboot Zones



Boot-Up Nine Reboot Questions

People

*Who Should We Get Now and Next?
How Can We Organize To Win?
What Do We Want?*

Platform

*Where Could We Direct The Organization?
What Must We Develop Now and Next?
How Can We Enhance Our Market Position?*

Passion

*What Do We Believe In?
Why Are We Here?
When Will Know We're Successful?*

Attack 3X9 Reboot Rules

People

- Reengineering HR
- Redesigning Jobs
- Recruiting Talent

- Reviving Talent Pools
- Reengaging Connections
- Realigning Biz. Models

- Reconstituting Cause
- Reimagining Motivation
- Reevaluating Comp.

Platform

- Reprioritizing Strategy
- Reinventing The Core
- Readdressing Priorities

- Reenergizing Offers
- Retaking Competitors
- Revitalizing Relationships

- Regaining Share
- Restarting Innovation
- Restructuring Development

Passion

- Reintroducing Purpose
- Rebuilding Foundations
- Recreating Fun

- Refocusing On Profitability
- Reconnecting Revenue Dots
- Rejoicing Customers

- Reconfiguring Analytics
- Recalculating Performance
- Redeveloping Accountability

Manager Asks

**“Whoa...I need to do
all of that?”**



You Can Dial In Your Deployment Levels

Hard Reboots

- Deals directly with core people-platform-passion issues across organization even new operating systems.

Soft Reboots

- Can be wide or deep but don't require all the major systemic or cultural changes of Hard Reboots.

Quick Reboots

- Deployed surgically to selectively fix problems and take advantage of opportunities in any Reboot category.

Next Steps... **Closed Door Session**

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