



# The VITAL Leadership Brand

**A 30-100-365 Day Plan to Improved  
Market Relevance, Clarity and  
Effectiveness**

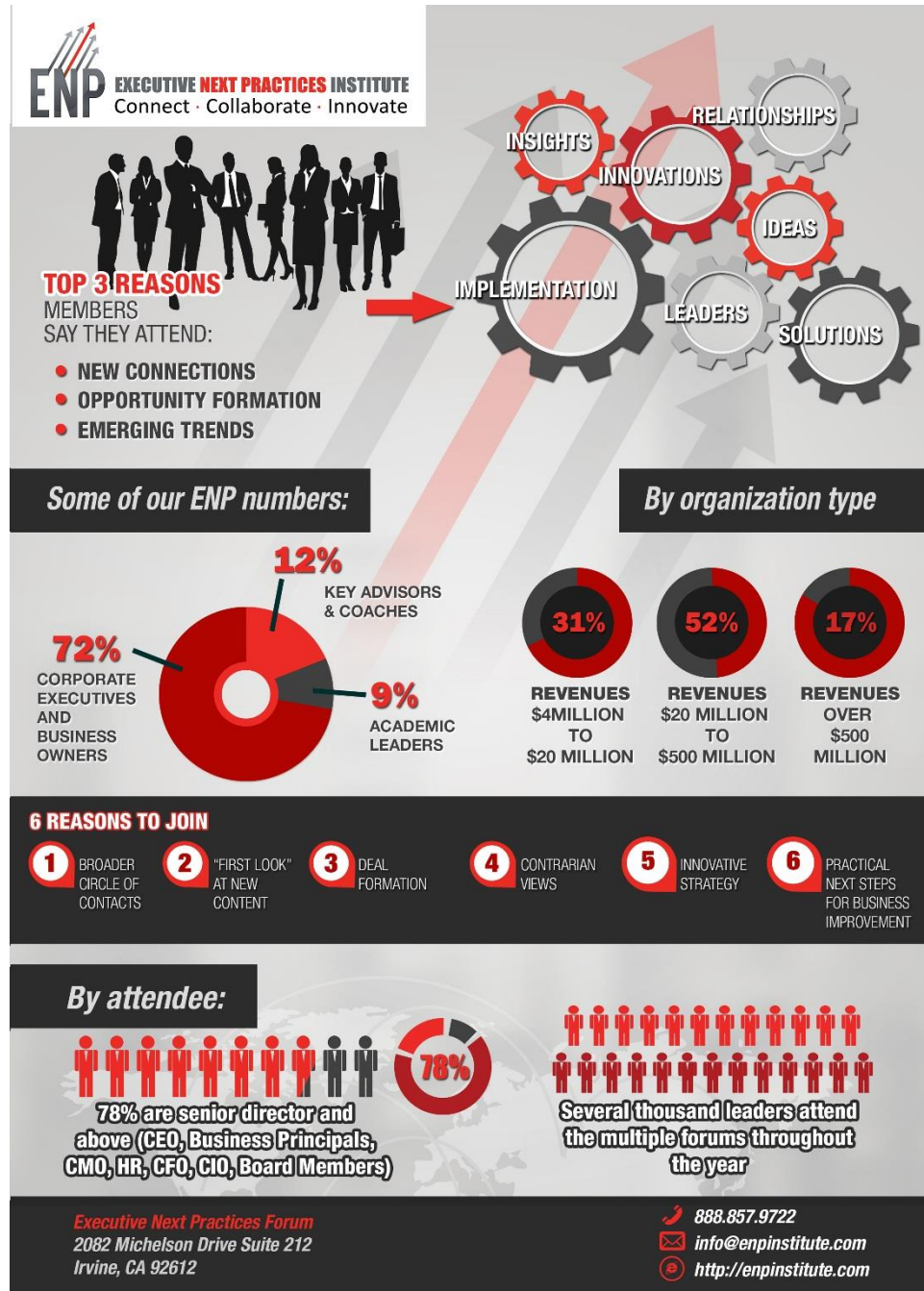
**Scott Hamilton**

**CEO, Executive Next Practices Institute**

Next**WORKS**™

**ENP** EXECUTIVE **NEXT PRACTICES** INSTITUTE  
Connect · Collaborate · Innovate

# ENP Forums Thought Leadership & Solutions





**Connect**



**Collaborate**



**Innovate**

## *Next Practices*

Ideas, processes, concepts and solutions that move us beyond the “status quo”.

Not “how are others doing it best” but rather, ***“where do we go from here that represents a true fundamental shift in value”...***

**Connect**

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**Innovate**

# Meeting Venues 2014



**AMN<sup>®</sup>**  
Healthcare



# Agenda

40% of new leaders...pushed out, fall out, quit.. In the first 18 months of a new role or assignment

Kevin Kelly, CEO Heidrick & Struggles

## **Topics today..**

Economic, regulatory and political risks of failure

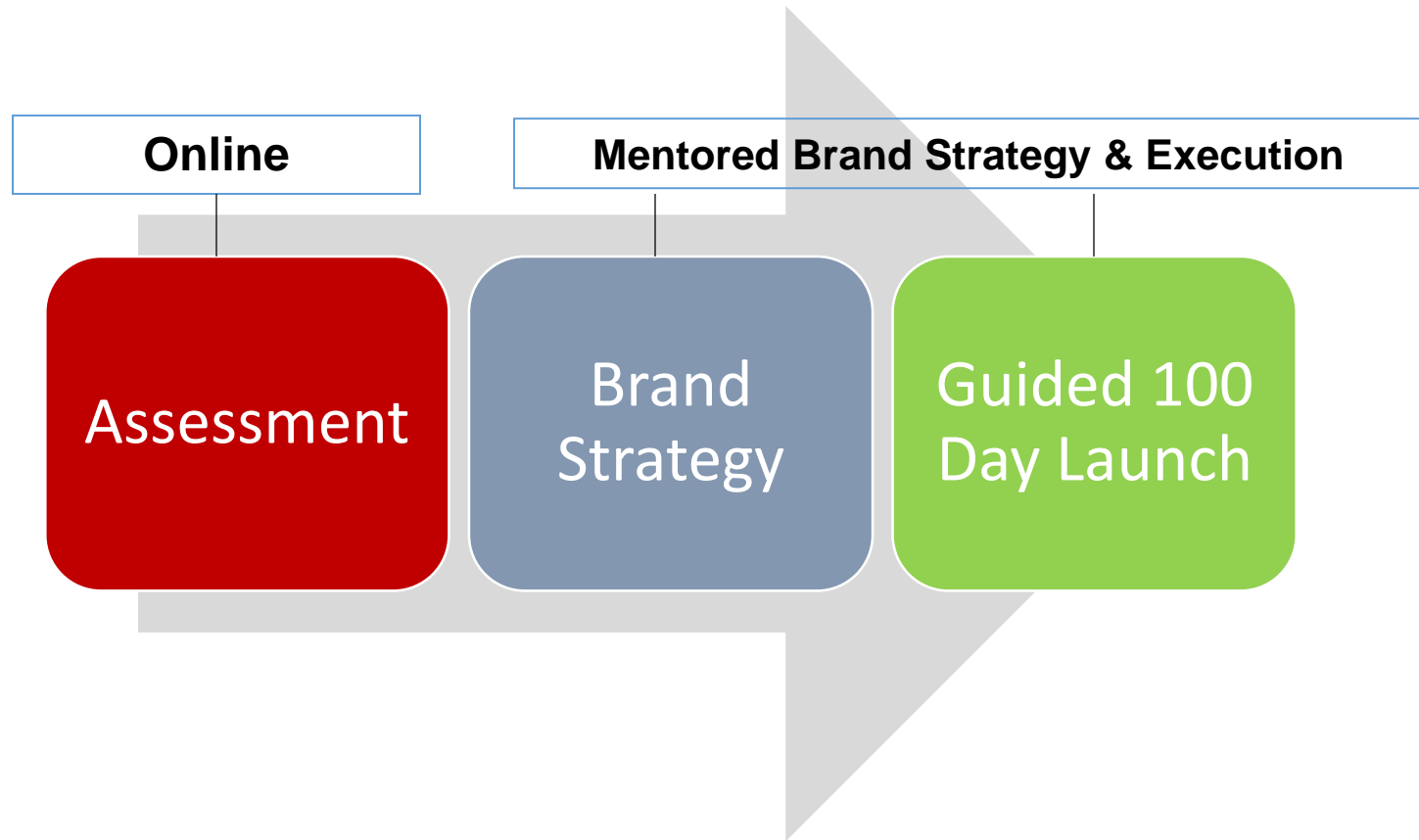
Avoid being a “commodity”

Increase your “market valuation”

Take a holistic approach to your personal brand- beyond the surface

Leverage yourself more effectively with your team and customers

# Starting Point- Know Thyself

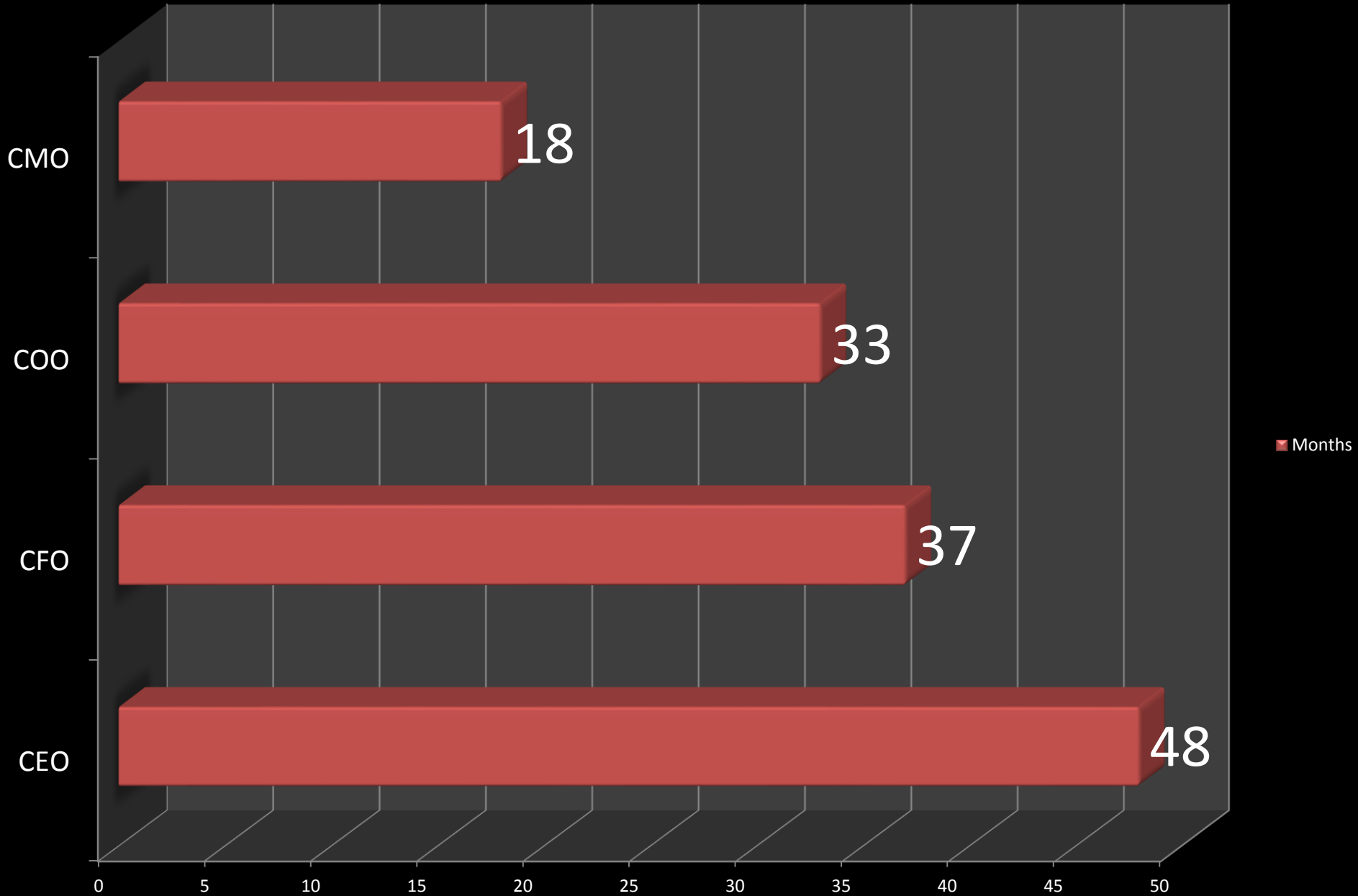




# CEO Unintended Exit Strategy



# Leader Tenure Expectancy (months)





# Top 10 Parting of the Ways

1. Tried to do too much
2. Did too little
3. Operated in a vacuum
4. His way or the highway
5. Politically/culturally tone deaf
6. Too detailed, needed vision
7. Good vision, poor execution
8. More transparency
9. Podium mentality
10. Wrong skills/competencies for the job

# Test Yourself

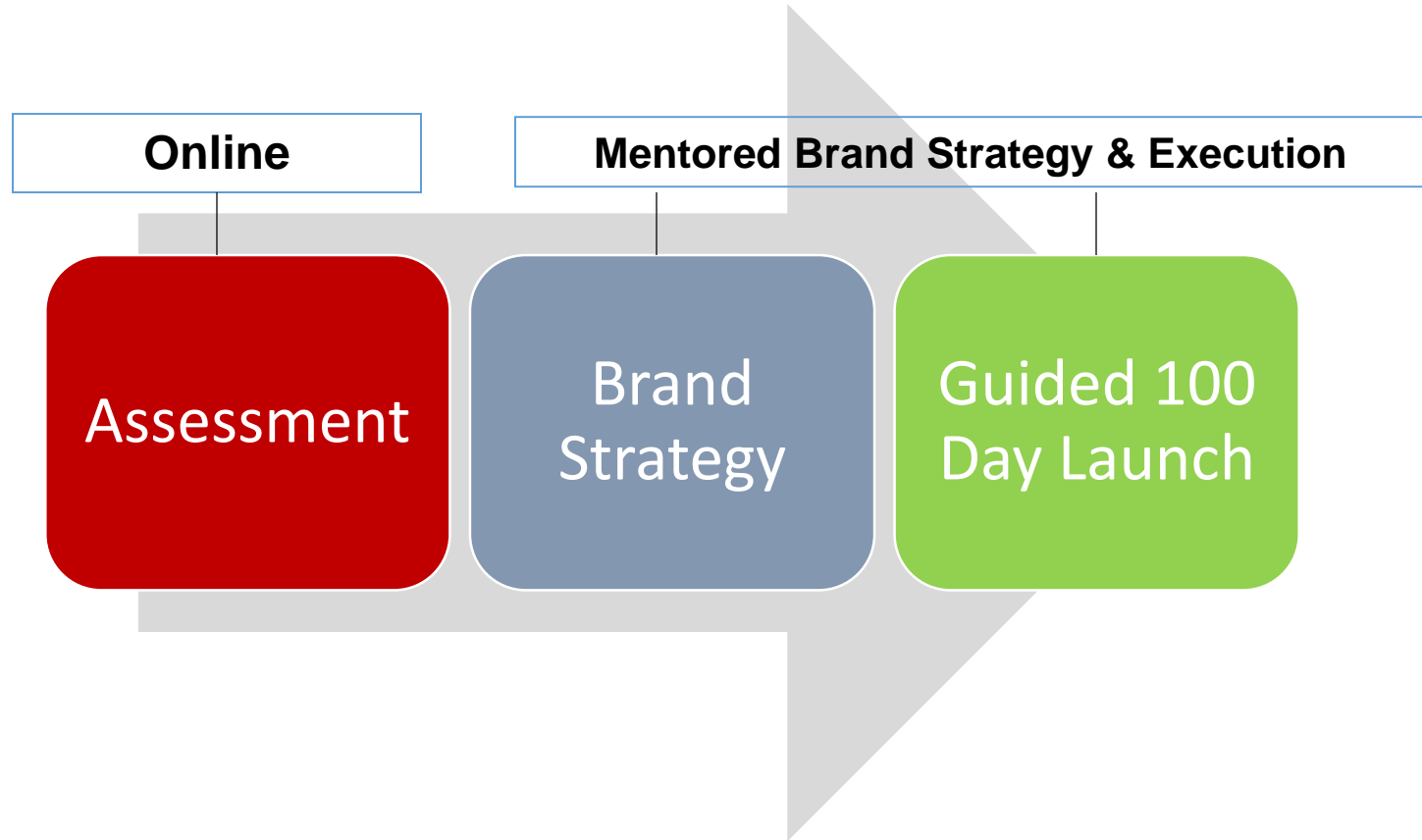
## Seven Attributes of Identity

**Take a moment to rate yourself on  
scale of 1 to 10**

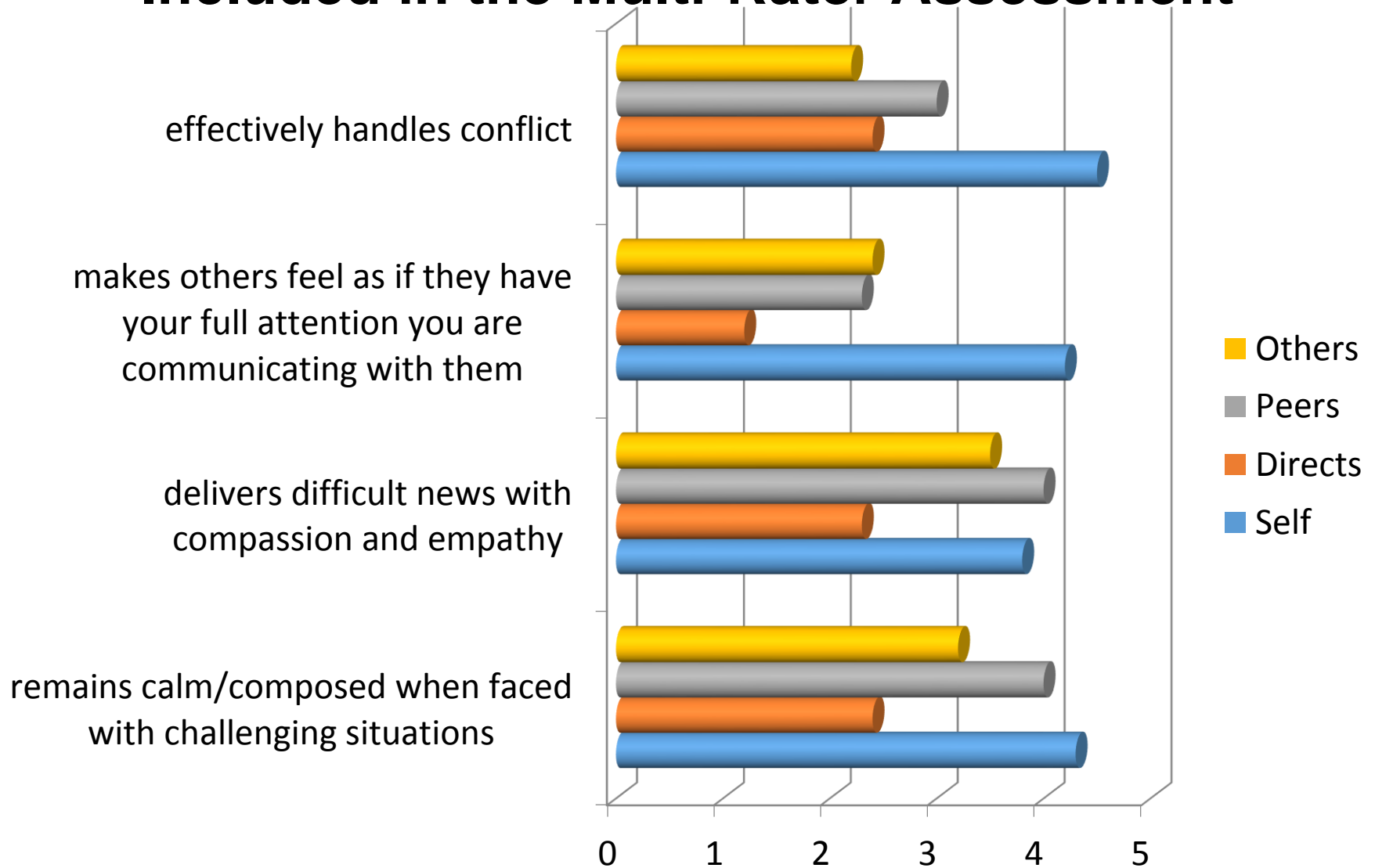
# Brand Definition- VRIO

A brand is any **proprietary visual, emotional, rational** or **cultural image** associated with a corporation, product or service or **individual**.

# Three Phases of Global Leader 100



# Sampling of the 32 Leadership Competencies Included in the Multi-Rater Assessment



From a Multi-Rater Assessment Report

# VITAL™ Model

- **Valuable**
- **Impactful**
- **Transparent**
- **Adaptable**
- **Leveraged**



# The Issue

For a leader,  
success or failure is  
made in the first  
100 days.





# The Global Leader 100 Day Plan

			
<p><b>Within the first 100 days of a new assignment, project or role, I would expect to:</b></p> <ul style="list-style-type: none"> <li>Forecast my contribution of value to the organization and its stakeholders.</li> <li>Clarify &amp; communicate goals and expectations for performance.</li> <li>Design plans, projects and actions that directly support profitable organizational and team/individual growth.</li> <li>Begin implementing the plans in a measurable and visible way.</li> </ul>			
	Assess	Plan	Execute
Pre - launch	<ul style="list-style-type: none"> <li>Personal brand "promise"</li> <li>Targets</li> <li>Communications</li> <li>Internal team assessment</li> <li>Influencers</li> </ul>	<ul style="list-style-type: none"> <li>Craft your vision</li> <li>Brand "statement"</li> <li>Communications channels</li> <li>Feedback loops</li> <li>Contribution - how will you measure success</li> </ul>	<p><b>Research:</b></p> <p>You're in Charge - Now What (Neff and Citrin)</p> <p>The First 90 Days (Watkins)</p> <p>Strengths Finder (Rath)</p> <p>Complete 100 day "strawman"</p>
40 Days	<ul style="list-style-type: none"> <li>Listen then act</li> <li>What do you want to keep?</li> <li>What do you want to change?</li> <li>What do you want me to do?</li> <li>What are you afraid I will do?</li> <li>Assess the team</li> <li>Solidify, clarify strategy</li> </ul>	<ul style="list-style-type: none"> <li>Speaking coaching</li> <li>Culture alignment</li> <li>Political landscape - influencer map</li> <li>Craft strategic agenda</li> <li>Assess and stage your team</li> <li>Master communications plan</li> <li>Prioritization matrix</li> </ul>	<ul style="list-style-type: none"> <li>Communicate expectations in a measurable way</li> <li>Speaking engagements</li> <li>Image forecasting</li> <li><b>360 Assimilation Meeting (3rd party orchestrated)</b></li> <li>Watch for culture traps</li> </ul>
60 Days	<ul style="list-style-type: none"> <li>Velocity (speed with direction)</li> <li>Build emotional commitment</li> <li>Align to the highest value initiatives</li> <li>Active measurement of performance</li> <li>Visible, tangible results</li> <li>Watch your shadow brand</li> </ul>	<ul style="list-style-type: none"> <li>VOC</li> <li>Stakeholder communication (state of the union address)</li> <li>Balanced Scorecard (a real one)</li> <li>Early Success Celebrations</li> </ul>	 <p><b>All Rights Reserved</b>  <b>Scott Hamilton</b>          Scott.Hamilton@ENPinstitute.com          888.857.9722</p>

# The 100 Day Implementation Plan

- 1. Where do I start?***
- 2. Not just skills & competencies, but gaining buy-in***
- 3. Promoting value AND execution excellence***
- 4. Get moving- focus, accountability, urgency***

# What are your outcomes?



***Within the first 100 days of a new assignment, project or role,  
I would expect to:***

- Forecast my contribution of value to the organization and its stakeholders.
- Clarify & communicate goals and expectations for performance.
- Design plans, projects and actions that directly support profitable organizational and team/individual growth.
- Begin implementing the plans in a measurable and visible way.

# Pre-100 Day Launch

	Assess	Plan	Execute
Pre - launch	<ul style="list-style-type: none"><li>• Personal brand “promise”</li><li>• Targets</li><li>• Communications</li><li>• Internal team assessment</li><li>• Influencers</li></ul>	<ul style="list-style-type: none"><li>• Craft your vision</li><li>• Brand “statement”</li><li>• Communications channels</li><li>• Feedback loops</li><li>• Contribution - how will you measure success</li></ul>	<b>Research:</b> You're in Charge - Now What (Neff and Citrin) The First 90 Days (Watkins) Strengths Finder (Rath) Complete 100 day “strawman”

# First 40 days

<b>40 Days</b>	<ul style="list-style-type: none"><li>• Listen then act</li><li>• What do you want to keep?</li><li>• What do you want to change?</li><li>• What do you want me to do?</li><li>• What are you afraid I will do?</li><li>• Assess the team</li><li>• Solidify, clarify strategy</li></ul>	<ul style="list-style-type: none"><li>• Speaking coaching</li><li>• Culture alignment</li><li>• Political landscape - influencer map</li><li>• Craft strategic agenda</li><li>• Assess and stage your team</li><li>• Master communications plan</li><li>• Prioritization matrix</li></ul>	<ul style="list-style-type: none"><li>• Communicate expectations in a measurable way</li><li>• Speaking engagements</li><li>• Image forecasting</li><li>• <b>360 Assimilation Meeting (3rd party orchestrated)</b></li><li>• <b>Watch for culture traps</b></li></ul>
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# Next 60 Days- Action Based

<b>60 Days</b>	<ul style="list-style-type: none"><li>• Velocity (speed with direction)</li><li>• Build emotional commitment</li><li>• Align to the highest value initiatives</li><li>• Active measurement of performance</li><li>• Visible, tangible results</li><li>• Watch your shadow brand</li></ul>	<ul style="list-style-type: none"><li>• VOC</li><li>• Stakeholder communication (state of the union address)</li><li>• Balanced Scorecard (a real one)</li><li>• Early Success Celebrations</li></ul>	<div data-bbox="1344 536 1846 758"><b>NextWORKS™</b> <i>Global Talent, Advanced</i> <a href="http://ENPinstitute.com/nextworks">ENPinstitute.com/nextworks</a></div> <p><b>All Rights Reserved</b> <b>Scott Hamilton</b> <a href="mailto:Scott.Hamilton@ENPinstitute.com">Scott.Hamilton@ENPinstitute.com</a> 888.857.9722</p>
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Your impact- measurable

**Line of sight success (ROI)**

**Adds and builds brand value- at the local level**

**Develops teams and contributors**

**Personal development and value**

**Regulatory excellence and political image**

**Brand ambassador**



	Online Assessment	Individual Coaching & Mentoring	100 Day Plan of Action
1. Tried to do too much		●	●
2. Did too little		●	●
3. Operated in a vacuum	●	●	●
4. His way or the highway	●	●	●
5. Politically/culturally tone deaf	●	●	●
6. Too detailed, needed vision		●	●
7. Good vision, poor execution		●	●
8. More transparency	●	●	●
9. Podium mentality		●	●
10. Wrong skills/competencies	●	●	●

Implementation

**Holistic approach:**

**Image:** Video, Photos, Story

**Support:** Social media, presentations,  
marketing

**Speaking and Writing:** cohesive message

# Next Practice – Virtual Assistant Case Study

Business Advisor, Trusted Business Coach, Speaker, Innovator

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September 18 from CA Executive Next Practices Case Interview  
Healthcare 2014  
www.healthcare2014.com  
August 6 Los Angeles, CA Challenge: Only 100 Days to a Leader  
December 3 Part 2 of Financial Times of Leadership – Personal Brand, Innovative Alliance, The Business of Innovation  
HR@scotthamilton.com

National Webinar- Dec 3 Next Practices in Compensation

Posted by [Scott Hamilton](#) in [Uncategorized](#) on November 30, 2013

**ENP EXECUTIVE NEXT PRACTICES INSTITUTE**  
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Complimentary Webinar- December 3, 2013  
12 noon- 1pm PST

Next Practices Compensation and Rewards Alignment

Presented by HR.com

Scott Hamilton, CEO of the Executive Next Practices Institute

Join the 220,000 members of HR.com for this virtual series on December 3, 2013

If you are already a member of HR.com, please be sure you LOGIN to register for the webinar. If you are not a member of HR.com, you will need to sign up for a FREE HR.com membership.  
<http://www.hr.com/joinmembership>. This will only take you a moment to fill in the required information. Once you have confirmation of your membership, you will be able to register for this complimentary webinar.

December 3-4 Compensation Virtual event: <http://web.hr.com/vue>

Description:  
Extraordinary Performance Alignment via Talent, Customer and Operational Rewards Certainty Overview

True innovation and dramatically improved compensation practices are called for across organizations, and yet in most entities, less than 20% of rewards are actually aligned to performance metrics and key business outcomes. Most CEOs and top HR leaders intuitively know this, and yet a way forward for most companies has been lacking to date. This session, drawing on case examples of hundreds of companies, will identify "next practice" methods to creating more effective compensation and rewards systems.

This interactive webinar session will help participants discover the key business drivers and outcomes that compensation programs must support via "line of sight" alignment techniques.

This is a comprehensive session for those leaders who want to demonstrate both program effectiveness and the ROI of rewards and compensation management.

Key topics covered in this highly interactive session for HR leaders:  
• Improved methods to align your compensation and rewards programs- Bottomline to Leading Docs

Business Advisor, Trusted Business Coach, Speaker, Innovator

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# Next Practice – Virtual Assistant Case Study




Next Thoughts  
Business Advisor, Trusted Business Coach,  
Creative, Innovator


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Scott Hamilton, President & CEO of the Executive Next Practices Institute and Managing Director of NextWORKS is a frequent keynote and theme presentation speaker with executive groups, private corporate functions, associations and industry trade conferences.

[Click Here To Book Now](#)

**FUTURE EVENTS**


- 04/04/2014 - High Performance, High Compliance-Transforming Regulatory Risks Into Increased Company Valuation-A New Approach.
- 04/09/2014 - 04/11/2014 - Global



**IN THE NEWS**

**5 TIPS TO BUILDING AN EXECUTIVE BRAND FOR IMPACT AND MARKET RELEVANCE**

Are you VITAL to your organization? In a world where it has become easy to...

**WHAT OTHERS ARE SAYING**

*"I was first introduced to Scott through an event where we were both presenters. I find Scott to be an excellent speaker, with a wealth of..."*



Next Thoughts  
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## Book Scott Hamilton

Scott Hamilton Speaker Video R4



[Speaking Request](#)

**Keynote & Speaking Topics 2014**


Scott Hamilton, President & CEO of the Executive Next Practices Institute and Managing Director of NextWORKS is a frequent keynote and theme presentation speaker with executive groups, private corporate functions, associations and industry trade conferences. His highly interactive presentations on a variety of critical leadership and organizational topics range from intense 30 minute issue updates to 2 day workshops. All sessions are customized to reflect audience interests, contain a high level of idea exchange and generally include a "case study" approach with examples. His presentation style is engaging, entertaining and conversational in nature.

The following presentation descriptions represent a thumbnail overview of topics- detail of each is available upon request and/or consultation relevant to your audience.

**Global to Local Next Practices – Leadership Beyond the "Status Quo"**

This session is designed to help leaders identify and eliminate the "legacy" organization thinking, processes and decision making that prevents true innovation and progress. By using a powerful set of 7 principles to go beyond "best practices" to a new level, leaders and teams can assess, prioritize and execute on the specific strategic initiatives that will win – both internally and in the marketplace.

**SCOTT HAMILTON**




Business Advisor – trusted business coach for C-level leaders and organizations in strategic execution and organizational alignment.

[Scott Hamilton BIO](#)

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 Scott Hamilton @ScottHamilton1 53m

Tomorrow's big event - A must attend ENP Forum for CEOs, General Counsel, HR, CFOs Board members and key advisors to executive teams.

Tweet to @ScottHamilton1

# Next Practice – Virtual Assistant Case Study

Facebook interface showing the Executive Next Practices Forum page. The page includes a search bar, navigation tabs (Timeline, Recent), and a post by Scott Hamilton dated April 4, 2014, titled "High Performance, High Compliance- Transforming Regulatory Risks Into Increased Company Valuation- A New Approach". The post mentions a registration fee of \$150 and a bonus session on updating your executive and team brand. The page also features a sidebar with links to various organizations and a section for the Executive Next Practices Forum event on April 4, 2014, at the Taco Bell World Headquarters in Irvine, California.

ScottHamiltonNext.com website interface. The header includes the Scott Hamilton Next logo and a photo of Scott Hamilton. The main content area features a welcome message, a link to the Executive Next Practices Forum, and a featured article titled "5 Tips to Building an Executive Brand for Impact and Market Relevance". The article discusses the importance of personal branding and provides five tips for building an executive brand. The footer includes information about the ENP Event on April 4, 2014, and a link to read more.

# Next Practice – Virtual Assistant Case Study

the social conference

Dashboard Conferences Speakers Video Slides

## Call for proposals

Burlington Ruby Conference 2014. Closes in 0 minutes

Are you interested in giving a talk at the 2014 Burlington Ruby Conference? The conference takes place on August 1st - 3rd in Burlington, Vermont. It is a single-track conference with six 30-minute talks each day. The expected audience is 150 people, and we are looking for eight additional speakers to join the current lineup.

This call is **open**. You can find [information on how to apply here](#).

Opened on:  
**3rd February 2014**

Closes  
**Today**

Notification date:  
**1st April 2014**

Follow @lanyrd on Twitter.

List of Events\_Call for Speakers - Microsoft Excel

Event	Date	Location	Deadline for Submission	Links
Call for Speakers for Tableau Customer Conference 2014	September 8-12, 2014	Seattle, Washington	15-Apr-14	<a href="http://www.tableausoftware.com/about/blog/2013/12/call-speakers">http://www.tableausoftware.com/about/blog/2013/12/call-speakers</a>
Super Mobility Week, CTIA 2014	September 9, 10 & 11, 2014	Sands Expo and Convention Center / Las Vegas	March 10	<a href="http://www.classspeakers.com/smw2014/">http://www.classspeakers.com/smw2014/</a>
Open Call for Community Facilitators!	April 11-13th	Washington, DC (tentative)	14-Mar-14	<a href="http://www.gpsnetwork.org/welcome/community-facilitators/">http://www.gpsnetwork.org/welcome/community-facilitators/</a>



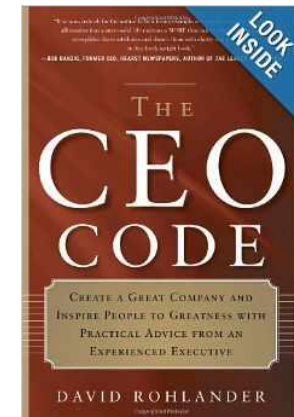
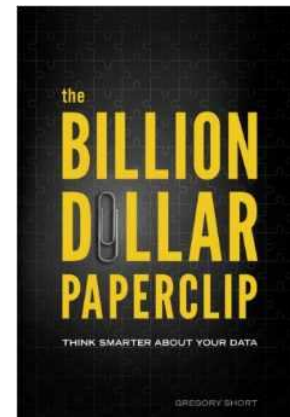
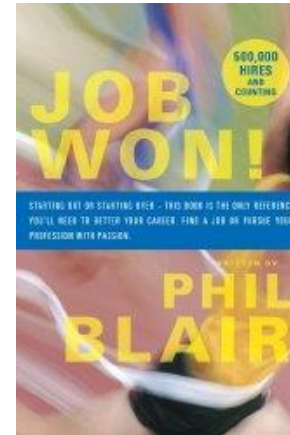
July 18, 2014

## CEO Authors Symposium

Strategy, Leadership,  
Finance, Marketing &  
Operational Insights

Six Top CEO Authors Share  
Their Stories

Taco Bell Headquarters,  
Irvine, California





# Brand Perspectives from Phil Molyneux, Chairman of SONY Electronics

# Conviction

- Actions define the outcome
- Persistence
- A bit of luck



# Thank You! Next Steps

*Join our leadership forums- Orange County, Los Angeles,  
San Diego*

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