



CRAFT THE SOUL OF YOUR COMPANY TO WIN



CRAFT THE **SOUL** OF YOUR COMPANY TO **WIN**

TABLE OF CONTENTS

TEAM HEALTH CHECK



3

YOUR COMPANY ROADMAP



4

DESTINATION



5

HEDGEHOG



6

IDENTITY STATEMENT



7

NOTES



8

MEET **JON CHEN**



9

HEALTH CHECK:

ARE YOU PLAYING WITH A CHAMPIONSHIP TEAM?

Use this free assessment to help your team determine how healthy your business is. It can be taken by individual team members and collated. Ask them to use your company domain.

email jon@bluetidecatalysts.com for your company's aggregate report



Scan this QR code to take your free assessment

SYSTEM

SOUL

DESIGN

DESTINATION

CADENCE

IDENTITY/ETHOS

SCORECARD

PEOPLE



AGGREGATE SCORE

QUICK OVERVIEW OF THE SIX ELEMENTS

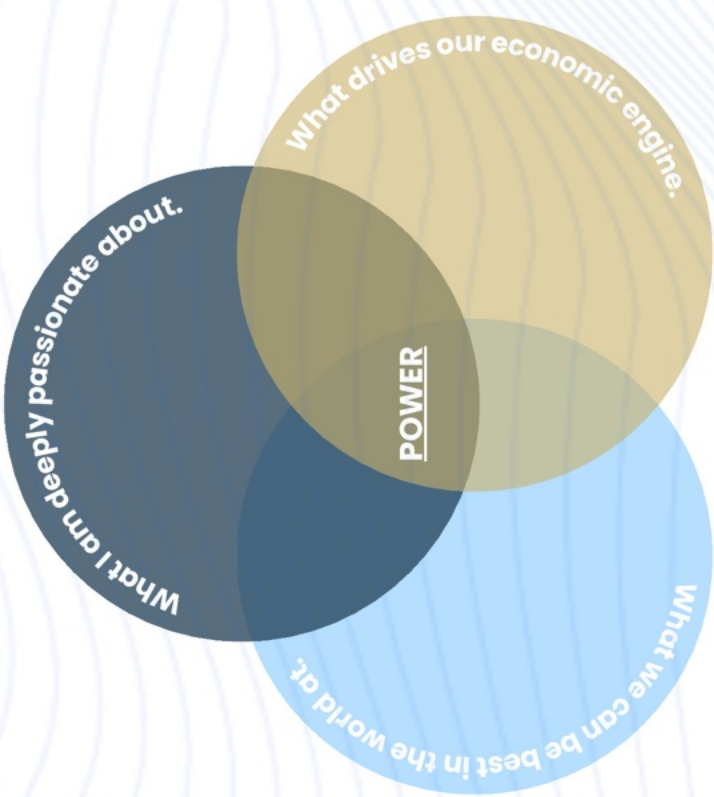
- DESIGN: Getting clear on how you move
- CADENCE: Moving at the same pace
- SCORE: Measuring your progress
- DESTINATION: Going the same direction
- ETHOS: Knowing who you are
- PEOPLE: Right humans, growing and healthy

S2 ROAD MAP

We are the only _____
 that _____

We are going _____

by _____
 because _____



VALUES

+

ORG HABITS

=

CULTURE

OUR BETS

3-YEAR DIRECTION

1-YEAR FOCUS

QUARTERLY OBJECTIVES

Date: _____

R: _____

P: _____

EE: _____

Date: _____

R: _____

P: _____

EE: _____

Date: _____

R: _____

P: _____

EE: _____

DESTINATION

IF WE WERE MEETING 3 SOCCER SEASONS FROM NOW, WHAT WOULD IT TAKE PROFESSIONALLY AND PERSONALLY FOR YOU TO BE HAPPY WITH THE RESULTS, FOR IT ALL TO BE WORTHWHILE ?

PERSONALLY:

PROFESSIONALLY:

WHY IS THIS IMPORTANT TO HUMANITY?

WE ARE GOING TO:

BY:

BECAUSE:

HEDGEHOG

PASSION

What gets you (and your team) out of bed in the morning? What are you deeply passionate about?

WHAT CAN YOU BE THE BEST AT?

ECONOMIC ENGINE

What will drive the greatest growth?

IDENTITY

COMPETITORS

Pick 2-3 competitors. What are they saying about themselves?

WHAT MAKES YOU DIFFERENT FROM THEM


WE ARE THE ONLY:

THAT

NOTES: CRAFT THE SOUL OF YOUR COMPANY TO WIN



Scan to submit
feedback



Scan to submit
feedback

MY A-HA MOMENT WAS

THE ONE COMMITTED ACTION I WILL TAKE TOMORROW IS:



STRATEGY SPRINT WORKSHOP

**Eliminate reactivity in the business.
Create hyper-focus.
Execute with confidence.**

As a business grows so does complexity.

The result is usually:

- competing priorities and limited resources
- lack of alignment
- getting stuck in unproductive patterns
- inconsistent processes for planning and making key decisions

The Strategy Sprint workshop is a 90-minute working session for executive teams to work through this complexity and create clarity. It aims to pinpoint key opportunities and obstacles within the organization, identify recurring themes, establish top priorities, and align focus.

You'll leave with clear objectives and a plan for execution for the next 90 days.

1

IDENTIFY OPPORTUNITIES

We will collectively brainstorm and discuss opportunities for growth and improvement.

2

ESTABLISH PRIORITIES

Build consensus around top initiatives and determine where we will focus for the next 90 days.

3

EXECUTE WITH CONFIDENCE

Outline clear plans for getting things done and establish a cadence for tracking progress.



Contact me to schedule a complimentary workshop
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JON CHEN

**LEADERSHIP TEAM COACH
KEYNOTE SPEAKER
6X ENTREPRENEUR**

Scan to connect and
for today's materials



CRAFT YOUR COMPANY'S SOUL TO WIN

**Strategy Consultant | Entrepreneur |
Board Member | Speaker**

Jon has stood in your shoes and dreamed of winning the entrepreneurial game.

Over 15 years as a consultant, Jon launched and scaled dozens of businesses and products for start-ups, Fortune 500, and tech companies. He then built five multi-million dollar startups across multiple industries.

Now, he combines this breadth of experience with a holistic approach that builds the Strategy, Systems and Soul of a company, partnering with CEO's and their leadership teams to unlock the potential of their organizations.

Are You Playing with Soul?

Over and over, studies show it's the intangibles that give an organization its greatest competitive advantage. Things like culture, employee engagement, and meaning in work drive outsized benefits for companies in financial and growth metrics.

We have a work epidemic.

However, only 25% of companies build great cultures. 67% of employees are disengaged from their work, and 50% are so frustrated they are "quiet quitting". Gallup estimates this costs US Companies 450-550 Million in productivity annually.

We can do better, for the sake of our companies, employees, and communities.

In this interactive workshop, Jon shares how to craft your company's soul to come alive for your employees and customers. Learn how this drives long-term company performance, realization of your vision, and unlocks freedom and joy in your business again for you and your employees.



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"Jon's insight, leadership, and willingness to balance his ideas with our company's unique culture was deeply valued. He's a fantastic partner"

— Christina Luconi, Chief People Officer, Rapid 7

"Compelling and funny, audiences love Jon's dynamic style. His talent for simplifying complex concepts helps leaders internalize and practically apply tools to build an enduring company."

— Devin Marks, President, The TED Talk Whisperer