

Few efforts to improve chances at sustained profitability are more worthwhile than investing time and energy in people. The Reputation to Results Leadership Model provides a clear path to creating the Internal Reputation necessary to make that a reality



There are however several conditions that must be in place before an effort of this magnitude can be successful.

- Clear vision of the future of the organization and it's values
- Sr. Leadership alignment and commitment to changing the culture
- Sr. Leadership willingness to play an active role in engaging employees at all levels
- Willingness to apply proven change management principles
- Willingness to ensure the proper people are in place throughout to lead the change
- Commitment to consistency in action and behavior from all managers

There are four major phases of the Implementation Strategy

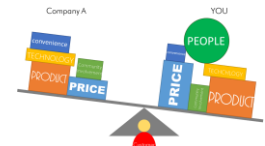
## Analyze Current State

Inspect each of the four elements of current culture to determine current Internal Reputation; complete competitive advantage analysis.



## Define Desired State

Work with leaders to define the desired state of Internal Reputation and competitive positioning; complete Implementation plan to address gaps with current state.



## Implement Change Strategy

Apply change management process to implement short-term and medium-term strategies; provide leaders with skills to lead the change in the desired state.



## Plan for Long-Term Success

Install long-term practices to maintain Internal Reputation through employee feedback mechanisms, hiring practices, and alignment of incentives.

