

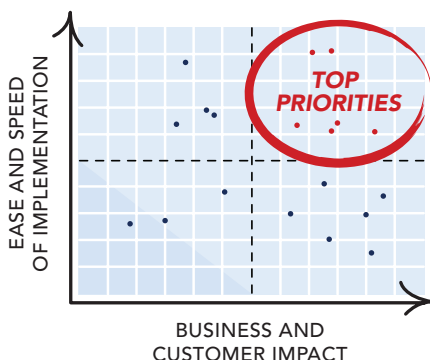
**FAST
TRACK**Diagnostic
to traction
in 30 days

Achieve executive alignment on critical decisions required for growth

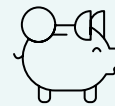
Rapid, silo-free prioritization of the right initiatives and investments to meet customer *and* business needs... while leveraging existing resources and budget, where possible

Ambitious goals. Restricted budgets. Limited time. This is BAU. When the senior team is not aligned on core decisions about what to do and where to spend, the transformation process is derailed.

That's why Daggerwing created **FASTTrack** Alignment. For almost 20 years, time and time again, this process and supporting tool has effectively helped Daggerwing and client sponsors put a senior team in a room together, and in just half a day, they walk out in agreement on their top priorities.



GREATEST HITS OF THE FASTTRACK ALIGNMENT PROCESS



\$68M
in savings realized



Global Executive
alignment on **top 100**
projects for growth



Incremental
\$10M
in newly launched
product sales

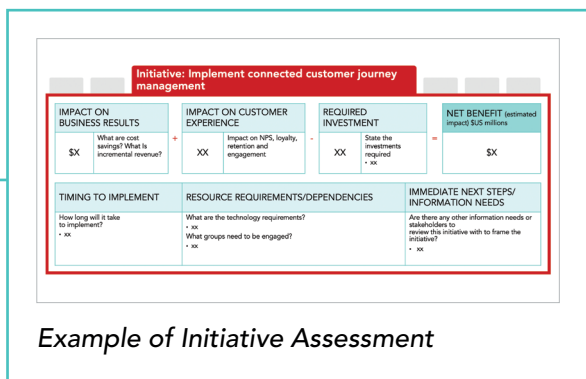


Distilled 91
disconnected projects
down to **5 top global**
priorities

See next page for how the **FASTTrack** Alignment process works ►

Engineered for impact and traction

The reason the working session is a success is the unique prep—gathering and ideating initiatives to be considered and organized so they can be evaluated in a standardized way. Scoring initiatives on two axis may seem standard, but it's the axis that matters most. First we assess based on impact on both business AND customer needs. Then we assess based on ease and speed of implementation. Existing budget? Available resources? Skilled people in place?



HOW IT WORKS

1 Gather and/or ideate the list of initiatives to be considered



2 Create criteria scoring for the initiatives/opportunities

BUSINESS AND CUSTOMER IMPACT	CRITERION	WEIGHTING
	Improvement to customer experience	40%
	Increase in efficiency and coordination	20%
	Size of impact: financial benefit and/or growth	20%
Probability of realizing benefit (limited risk)	20%	

EASE AND SPEED OF IMPLEMENTATION	CRITERION	WEIGHTING
	Feasible with existing resources	50%
	Leverages existing technology	25%
	Actionable in the short-term	15%
Minimal impact on day-to-day operations	20%	

Working with different divisions, teams and leaders, gather all possible initiatives and tactics to be considered objectively. Put all activities into a standard template for explanation.

Using the two axis, create specific customized criteria and scoring for each initiative. Have an objective sponsor sign off on criteria and weighting before the working session.

3 Score initiatives/opportunities in the **FASTTrack** tool

WORKSHOP



4 Plot initiatives on the Prioritization Grid, informing which initiatives to pursue



In a facilitated half-day session, Daggerwing will lead stakeholders in collectively scoring each initiative in a way that is not biased by silos and subjective criteria.

Once the scoring is complete, Daggerwing will summarize and support the first articulation of an implementation plan.

For more information, contact us at connect@daggerwinggroup.com