

# THE SYSTEM & SOUL ROLLOUT PROCESS

The journey to run an entrepreneurial business on System & Soul (S2) begins when the founder/owner realizes that what has gotten their company to this point is not going to allow the company to grow and scale to achieve their desired vision of the future.

After committing to run their business on S2, the first tangible step in the journey is learning to master the S2 Essential Tools with the company's Leadership Team. But the journey doesn't end at the leadership team. S2 needs to be rolled out to everyone.

The following 10 steps are critical to ensuring a successful rollout of System & Soul.

## STEP 1

### Ensure Mastery of the S2 Essential Tools

Over a period of 60 to 90 days, three full session days, supplemental homework, and a number of special-purpose meetings, Leadership Teams master the S2 Essential Tools™

**Organizational Chart:** The organizational structure required to take the business to the next level with three to seven unique roles and responsibilities for each seat. To confirm the Organizational Chart and to ensure each member of the Leadership Team is in the right position, the Leadership Team needs to have experienced a real-time Healthy Fit assessment.

**Roadmap:** The Leadership Team has developed a strategic roadmap outlining the company's direction and how it will achieve its goals.

**Quarterly Objectives:** The Leadership Team has set objectives for each quarter to focus on the most important priorities.

**Weekly Sync:** The Leadership Team is consistently holding productive weekly sync meetings to discuss progress, issues, and solutions.

**Scoreboard:** The company-wide Scoreboard has been iterated and is updated regularly to track key metrics and provide visibility into the business.

## STEP 2

### Double Check Leadership Team Mastery

**Step #1** is so vital that **Step #2** is intended to drive the point home. If the Leadership Team is misty about aspects of the S2 Foundational Tools™, the rest of the company will be lost in a dense fog. If the leadership team hasn't committed to the S2 Foundational Tools™, the rest of the company will pick up on the lack of agreement amongst their leaders and fail to embrace S2. Don't be time-driven. Be quality-driven. Ensure Leadership Team Mastery and buy-in prior to moving on to company-wide rollout. If you need to have it out with your Leadership Team, then have a brutally candid meeting. Ensure Leadership Team alignment. Otherwise, the other steps won't work.

## STEP 3

### The Core Values Speech

As part of clarifying the company's vision, the Leadership Team will have either discovered for the first time the company's Core Values or confirmed their existing Core Values. S2 will operationalize your Core Values like never before into hiring, employee development, reviews, and firing. The Visionary needs to craft an inspiring speech that will accompany the Core Values, Org Habits and Culture in the rollout process.

**STEP 4****Kickoff Meeting**

In the months your Leadership Team worked through the S2 Foundational Tools™, everyone else was eagerly awaiting what all of this “S2 stuff” would mean for the company and for them individually. Schedule a kickoff meeting and build an agenda keeping the following in mind:

- Explain the “why” behind implementing S2
- Overview the Six Essential Components
- Present the Roadmap and Organizational Chart
- Have members of the Leadership Team explain how their weekly sync meetings, Scoreboard, and Quarterly Objectives have helped the business
- Anticipate objections and questions

**STEP 5****Reinforce Key Concepts and Terms**

Successful S2 implementation is dependent on everyone adopting a common set of terms. Consistently repeat the same terms. Highlight old concepts, terms, and tools that are being phased out.

**STEP 6****Plan For Specific S2 Tools Rollout**

Establish when departments will begin weekly sync meetings, Quarterly Objectives setting, and strategic planning. Determine when supervisors should institute regular check-ins with their direct reports.

**STEP 7****Repeat Yourself Often**

Accept that it will take your people hearing things seven times before they hear it for the first time. Many will view the rollout of S2 as just another flavor of the month. Therefore, presume you will be repeating yourself often and need to over communicate all things S2 in all communication mediums. Get in the cadence of sharing the updated Roadmap company-wide regularly.

**STEP 8****Utilize the S2 Toolbox**

The growing library of S2 tools contains some very helpful resources to ensure a successful S2 implementation.

**STEP 9****Play the Long Game**

Be patient. Organizational change efforts take time. S2 is no different. Expect that it will take about 24 months to fully implement S2 company-wide.

**STEP 10****Gauge Progress**

Have the entire company take Organizational Checkup™ annually to gauge implementation of S2 at all levels of the business.

So Now What?

To get what you want from your business by implementing S2 takes intentionality and a sustained effort. A successful S2 rollout is possible but requires commitment to the 10 steps above.