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Exceptional Executive Experience – Syllabus

*Powerful learning experiences for the elite few who strive to create world-class systems
and high-performance engineering teams.*

Goal

The goal of this program is to provide high-technology product development executives with the mindset and methods to create a high-performance organization. At Exceptional Difference LLC, we believe that being an *Exceptional Executive* is a choice you make intentionally. You must do so with a clear vision that the exceptional path initially appears more difficult, but ultimately is more rewarding for the executives and those they lead.
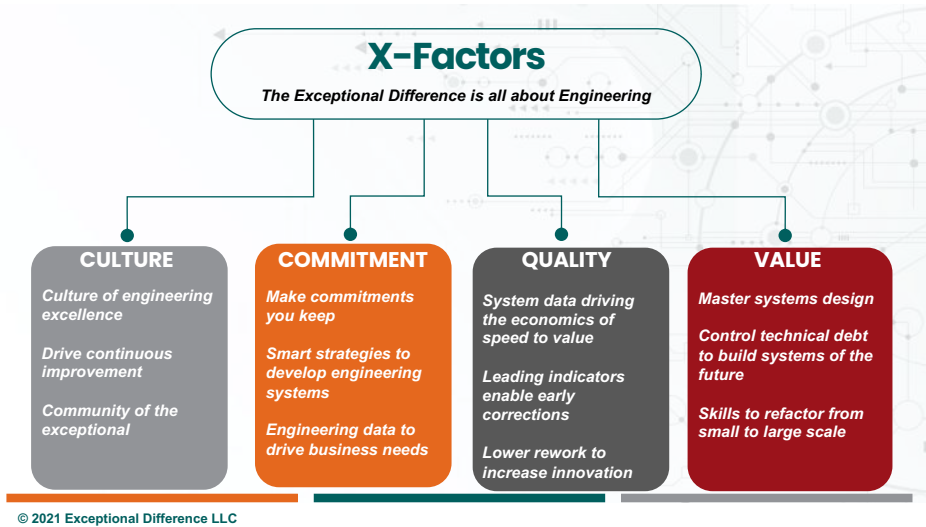
Objectives

The *Exceptional Executive Experience* is an exclusive program to guide executives in how to create an environment of excellence, to know what to expect from high-performance teams, and to ensure that project leaders and their teams are masters of the X-Factors of Culture, Commitment, Quality, and Value.

Participants will gain

- A deep understanding of what a high-performance organization looks like through behaviors and data

- The knowledge to understand what data to ask for and how to ensure the data is honest, accurate, and used to improve

- An ability to engrain the relentless pursuit of value in your project leadership and their teams

- The tools required to find new ways to lead your organization turn over every rock, looking for ways to go faster

- An understanding of how to ask the questions that lead your teams to make smart, aggressive commitments that they keep

- The knowledge to know when and how to recognize (and sometimes reward) results over sweat

- What it takes to create an environment that attracts and retains top talent

- An understanding of how to provide the support for engaging in debate where the heat of argument results in innovation

- Skills to coach, mentor, and empower your protégés to excel

- Empowerment to take responsibility for your own destiny and that of your organization

Overview of the X-Factors

X-Factors
The Exceptional Difference is all about Engineering

CULTURE

Culture of engineering excellence

Drive continuous improvement

Community of the exceptional

COMMITMENT

Make commitments you keep

Smart strategies to develop engineering systems

Engineering data to drive business needs

QUALITY

System data driving the economics of speed to value

Leading indicators enable early corrections

Lower rework to increase innovation

VALUE

Master systems design

Control technical debt to build systems of the future

Skills to refactor from small to large scale

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Participants

The Executive Experience is designed for managers that are responsible for multiple system development departments and teams.

Duration and Cadence

- The experience takes place over an eight-week period with focused learning for each week.
- Each week starts with a two-hour dialog led by an expert coach that includes reading, exercises, and assignments.
- Personal coaching sessions are available to each executive in the cohort.

Typical results

Graduates have applied their learning immediately to their jobs. The following are examples of results.
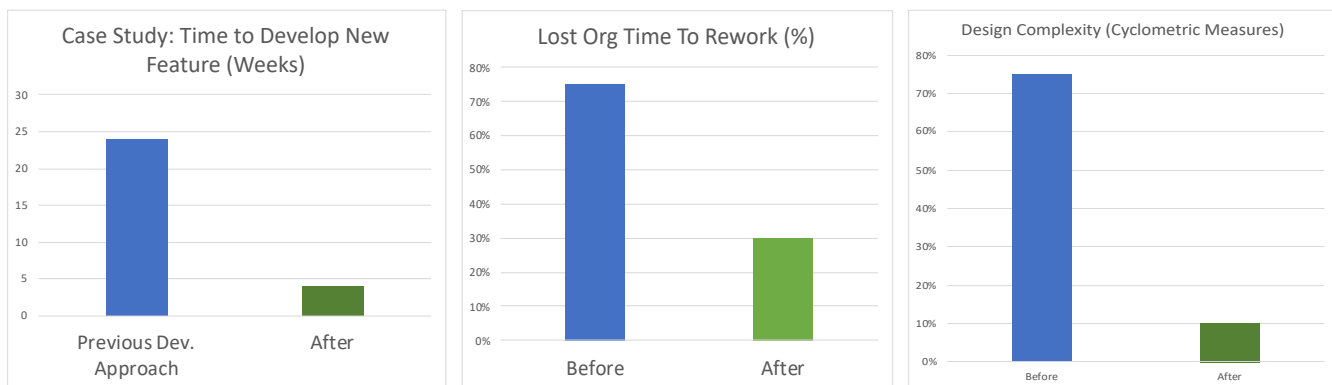
Design Principles

Why do we get these results? These results are based on years of research, and real-world application, on both the best practices of engineering and the best practices of how change behavior leads to lasting results.

Our Experiences are based on six design principles:

- All about engineering
- Active on-the-job learning
- Deep learning over extended time
- Expert coaching tailored for individuals
- Useful and used
- Designed for the driven

The Exceptional Difference is Active On-the-Job Learning

Too many educational offerings focus on "passive learning" in a short period of time. It is proven by extensive research that typically less than 15% of what is taught is learned and used. The best learning takes place over a period of time with built in feedback loops of real-world application. The exceptional difference approach is active learning with immediate application.

What Percent % Of Learning Is Retained and Used?

- Amplify (90%)
- Apply (80%)
- Engage (50%)
- Watch (15%)
- Passive (5%)

Amplify Long term-mastery begins as our cohort teach others in usage of the exceptional principles

Apply Mastery by our participants grows as we guide them through practice on their jobs

Engage Cohort members engage in debates, hot seats, simulations, and sharing of learnings

Watch Cohort members watch learning videos and demos by others

Passive The cohort begins with listening to some lectures and reading: a reference foundation for later usage.