

Speaker Topics

Presenter - John Reed of Reposition Pty Ltd

E: john@reposition.net.au

M: +61 438 648 678



TOPIC 1 - 'Reposition' your Organisation's Values for Enhanced Performance

Today most organisations have a declared set of company values. An important question for business leaders is whether the values actually enhance company performance?

Are the values in the organisational genes? Are the values known? Are the values understood? Do the values feature in the company programs? Do management evidence that company values are important? Are the values lived out? How do employees experience the values? Do management and employees consider the values relevant to their day to day decisions and responsibilities? Do the company values lead to a greater alignment of employee actions with the company mission and goals?

John's argues that there are relatively few organisations where the company values make a significant contribution to company performance, and that the stated values can even be a source of employee dissatisfaction with diminished performance.

John proposes that business leaders can significantly enhance company performance by 'repositioning' the company values in the life of the business or the business unit for which the business leader is accountable. In what are difficult times for businesses and business leaders, John explains why 'repositioning' the organisation's values is a low cost initiative with the potential to significantly enhance performance. John unpacks how the 'repositioning' of company values has the potential to increase employee engagement, improve customer satisfaction, reduce risk, and minimise waste whilst enhancing financial performance as a consequence.

Furthermore, John presents a simple tool to help business leaders 'position' the current impact of their organisation's values on business performance, together with a project model that provides a framework for business leaders to enhance performance through 'repositioning' the company values.

John's presentation is lively, thought-provoking, practical, leaving business leaders with a worthwhile challenge to take away.

Who will benefit?

Business Leaders, Directors, CEOs, Divisional Heads, Functional Heads, Management Teams.

Business Impact?

The speaker topic enables the audience to assess the 'reposition opportunity' for their business or for the component of a business for which they are responsible. Realising the 'reposition opportunity' requires management commitment together with a well defined initiative that is implemented well.