THE PATH MAP

JOIN US ON THE PATH! -

Start of the Path

RAFFLE!

Walk the Path

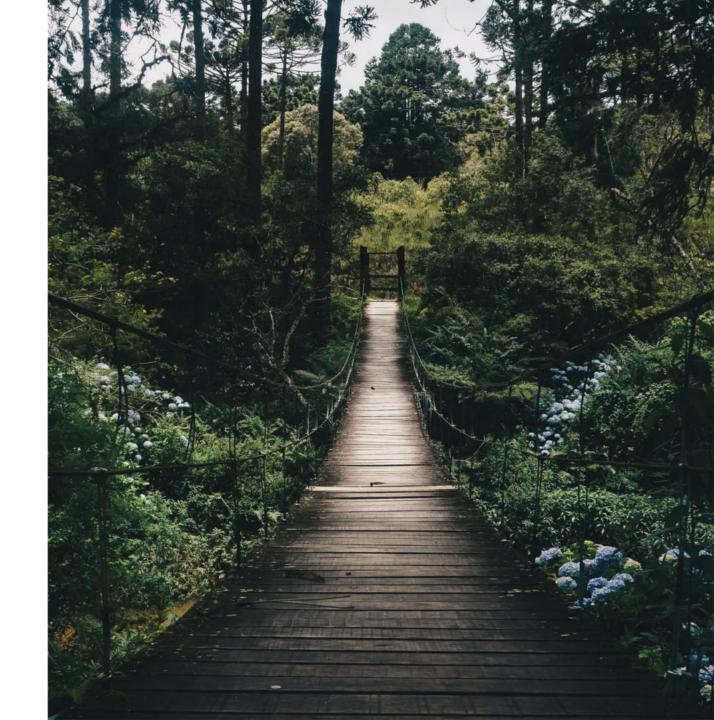
RAFFLE!

Next on the Path

Q&A

Grand Prize Drawing!

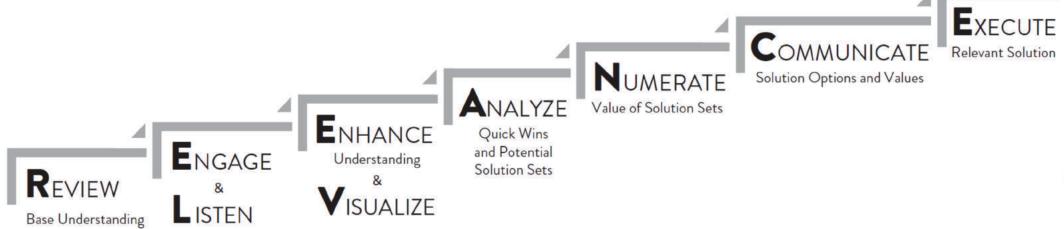
Final Words





THE 7 STEPS TO ACHIEVING RELEVANCE

Build Relationships

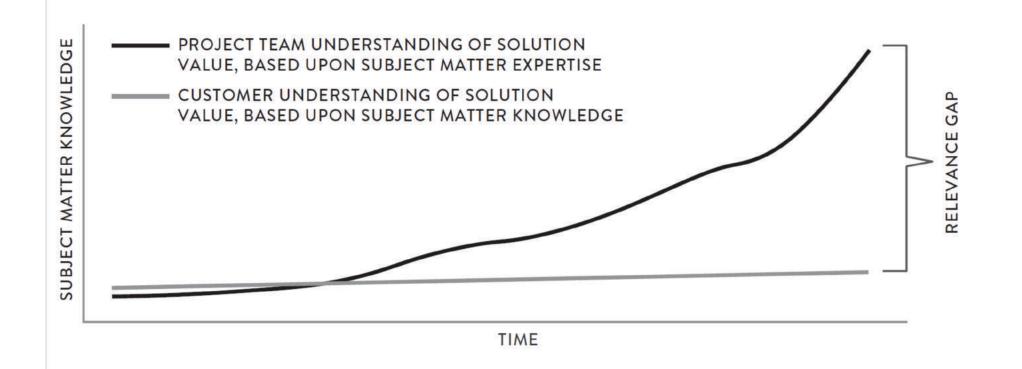






THE INEVITABLE RELEVANCE GAP: TWO SHIPS PASSING IN THE NIGHT

RELEVANCE GAP OF SUBJECT MATTER KNOWLEDGE: INABILITY TO UNDERSTAND RELEVANT SOLUTIONS **WASTES** TIME, MONEY, RESOURCES; **RESTRICTS** RELEVANT, SUCCESSFUL, VALUED OUTCOMES







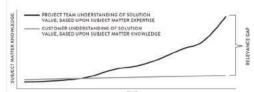
THE RELEVANCE GAP OCCURS IN ALMOST **EVERY** PROJECT OR ACTIVITY YOU PARTAKE IN AND GETS **WORSE** (BIGGER) OVER TIME.

YOUR MISSION (SHOULD YOU CHOOSE TO ACCEPT IT): **ELIMINATE THE RELEVANCE GAP** SO THE **BEST** (IM)POSSIBLE OUTCOME

BECOMES **REALITY**.







WHY RELEVANCE GAP WORSENS OVER TIME:

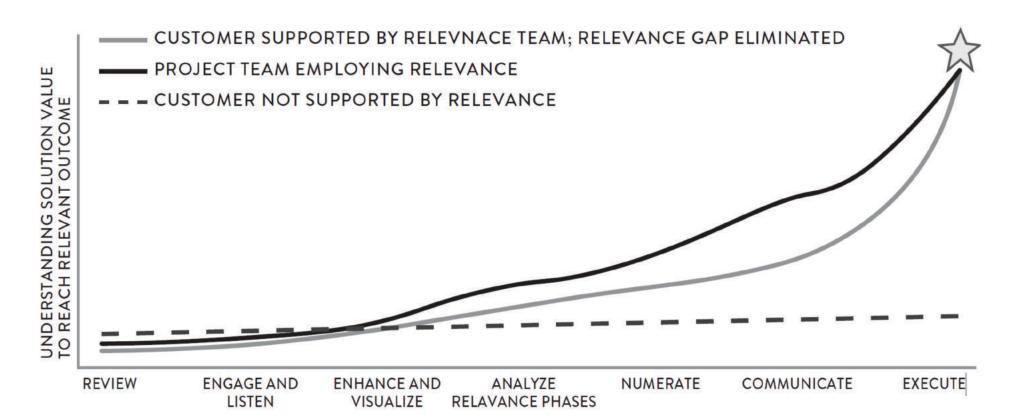
- LACKING THE TIME, BACKGROUND, OR RESOURCES NECESSARY TO UNDERSTAND CUTTING EDGE TECH, PEOPLE OR PROCESSES
- > THE VALUE OF WHAT'S NEEDED TO SUCCEED IS NOT CONVEYED TO ALL PARTIES INVOLVED
- ➤ MOST EFFICIENT SOLUTIONS AREN'T IDENTIFIED AS TECHNOLOGY EVOLVES OR SUBJECT MATTER BECOMES MORE COMPLEX
- > UNAWARE THAT LABORIOUS PROCESSES CAN BE IMPROVED
- > TASKS TO MOVE FORWARD CENTER AROUND THE 'NEW' INSTEAD OF THE 'NECESSARY' RESULTING IN UNIMPRESSIVE BOTTOM LINE RESULTS
- > TEAM DOESN'T UNDERSTAND THE RIGHT OUTCOMES





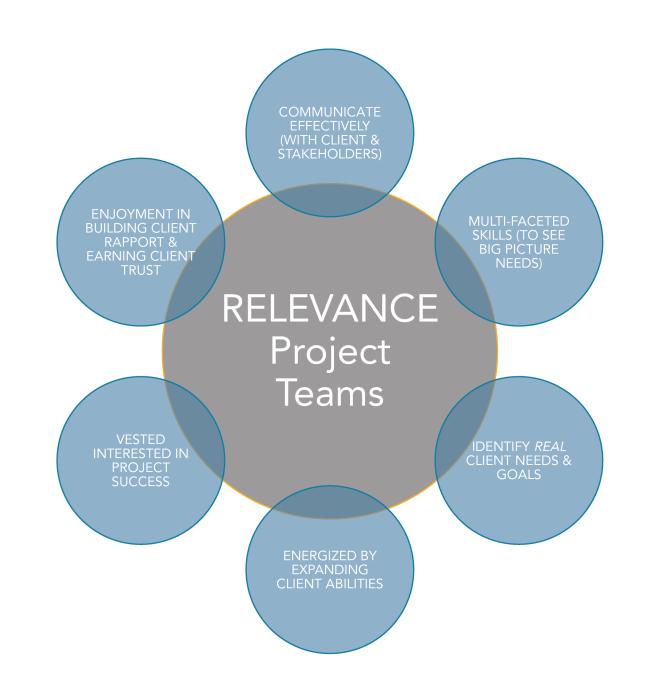
ELIMINATING THE RELEVANCE GAP: A FLEET UNITED

SUCCESSFUL, VALUED, RELEVANT OUTCOMES DESTINED
BY EMPLOYED RELEVANCE PHASES: QUALITY, PRODUCTIVITY, EFFICIENCY,
AND EFFECTIVENESS **ENABLED**; MONEY, TIME, AND RESOURCES **OPTIMIZED**



HOW TO ELIMINATE THE RELEVANCE GAP, FOR SUCCESS:

- DEEPEN YOUR UNDERSTANDING OF WHAT YOU NEED TO FIND SUCCESS AND THE, BACKGROUND, OR RESOURCES NECESSARY TO UNDERSTAND CUTTING EDGE TECH, PEOPLE OR PROCESSES
- ENSURE YOUR TEAM KNOWS AND COMMUNICATES THE VALUE OF WHAT'S NEEDED TO SUCCEED TO ALL PARTIES INVOLVED
- ➤ IDENTIFY THE MOST EFFICIENT SOLUTIONS EVEN AS TECHNOLOGY EVOLVES OR SUBJECT MATTER BECOMES MORE COMPLEX
- MOVE TASKS TO CENTER AROUND THE 'NECESSARY' INSTEAD OF THE 'NEW', TO PREVENT TIME AND MONEY FROM BEING WASTED
- UNDERSTAND THE RIGHT OUTCOMES AND IDENTIFY THE REAL NEEDS AND GOALS.



Engagement Dialogue

<u>Question</u>	<u>Answer</u>	<u>Question</u>	<u>Answer</u>
What is your role within the organization?		How frequently would you like to communicate?	
What is your location?		Is there anything in particular you are interested in receiving updates on more frequently than anything else?	
What is your preferred mode of communication?		Would you be wiling for us to sit down with you so we can better understand your processes?	
What is your second preferred mode of communication?		How long do you anticipate our meeting will continue?	

<u>Additional Notes</u>

Document observations on culture, communication

Communication Path Map – Client A



Stakeholder Name	Location	Preferred Communication Frequency	Preferred Communication Mode	Secondary Preferred Communication Mode	Status Update Requests	Stakeholder Status	Willing to be shadowed?	Length of Shadowing Anticipated	Mentality Type	Notes
Chief Marketing Officer	Main Office	Daily	Video conference	Phone call	Information that needs to be folded into the marketing strategy	Primary	Yes	1 day	Information Seeker	Cheerleader; positive influence
Lead Distiller	Distilling Room	Weekly	Email	Text	Changes to distilling process, including ingredient procurement	Secondary	Yes	2 days	Information Seeker	SME on producing hand sanitizer in accordance w/health regs
Delivery driver	On the road	Weekly	email	Text	Impacts to delivery timelines/ schedules	Secondary	Yes	1 day	Middle-of-the-R oad – Admitter (MOTR-A)	
Restaurant Partners	Multiple locations	Bi-weekly	Email	Phone Call	Changes to products and services	Tertiary	N/A	N/A	Disengaged Leaders	
Health Community Partners	Multiple locations	Bi-weekly	Email	Phone Call	Changes to products and services	Tertiary	N/A	N/A	Disengaged Leaders	

Communication Path Map – Client B



Stakeholder Name	Location	Preferred Communication Frequency	Preferred Communication Mode	Secondary Preferred Communication Mode	Status Update Requests	Stakeholder Status	Willing to be shadowed?	Length of Shadowing Anticipated	Mentality Type	Notes
Owner Family	Farmhouse	Bi-weekly	In person	Phone call	Project updates	Primary	N/A	N/A	Disengaged Leader	SMEs
Operations Manager	Barn	Daily	In person	Email	Changes to business operations	Secondary	Yes	1 day	Information Seeker	Rock star Finds second-hand equipment to make cider
Seasonal Worker	Roving	Bi-weekly	In person	Phone call	Impacts to harvest processes	Secondary	Yes	1 day	Middle of the Road – Admitter (MOTR-A)	
Local Food Banks	Multiple Locations	Bi-weekly	Email	Phone call	Updates on donation deliveries	Tertiary	N/A	N/A	Middle of the Road – Admitter (MOTR-A)	
Local Media Outlets	Multiple Locations	Bi-weekly	Email	Phone call	Announcements on sparkling apple cider instead of apple picking	Tertiary	N/A	N/A	Middle of the Road – Admitter (MOTR-A)	