

THE PATH MAP

JOIN US ON THE PATH!

Start of the Path

RAFFLE! 🎁

Walk the Path

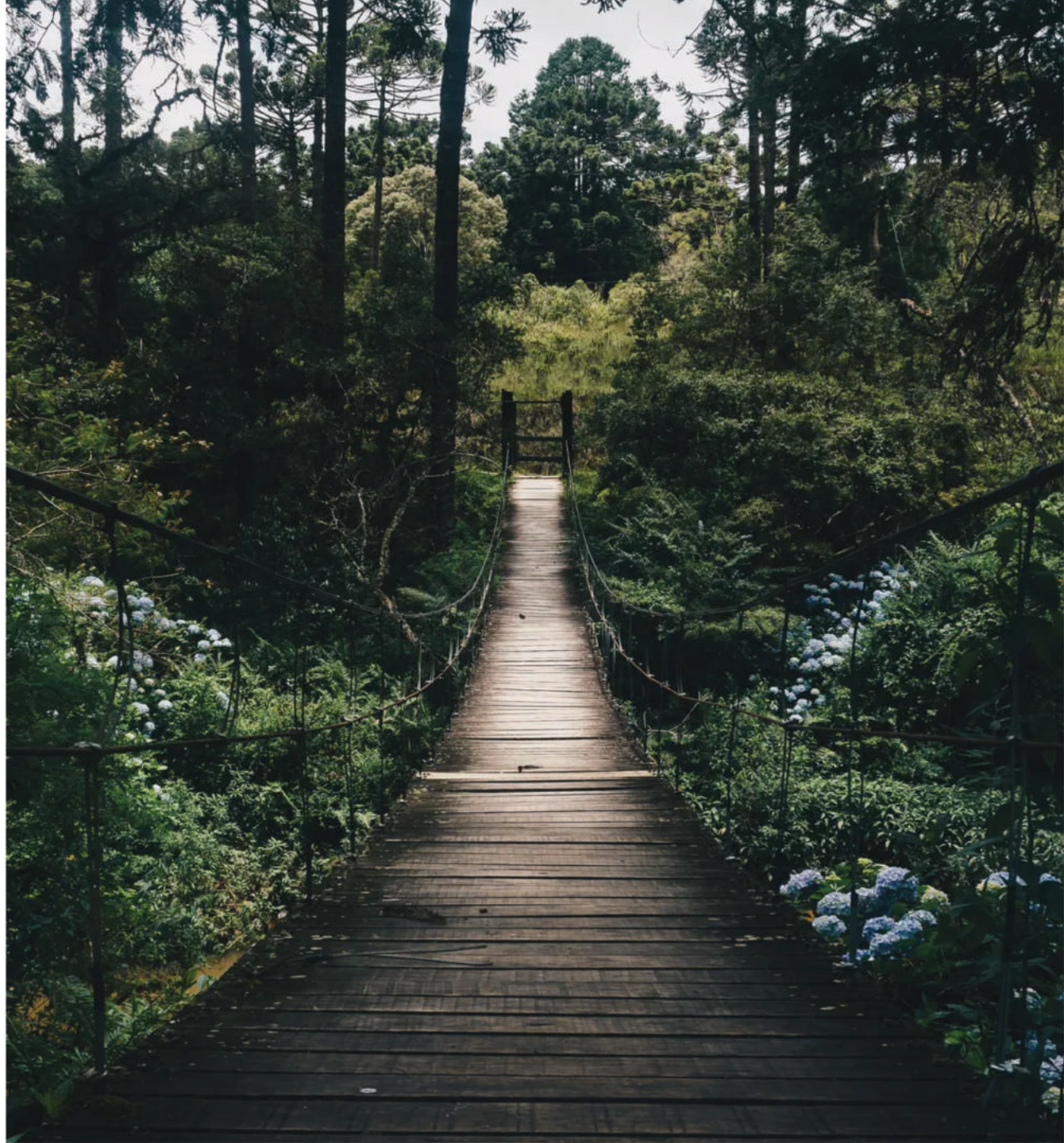
RAFFLE! 🎁

Next on the Path

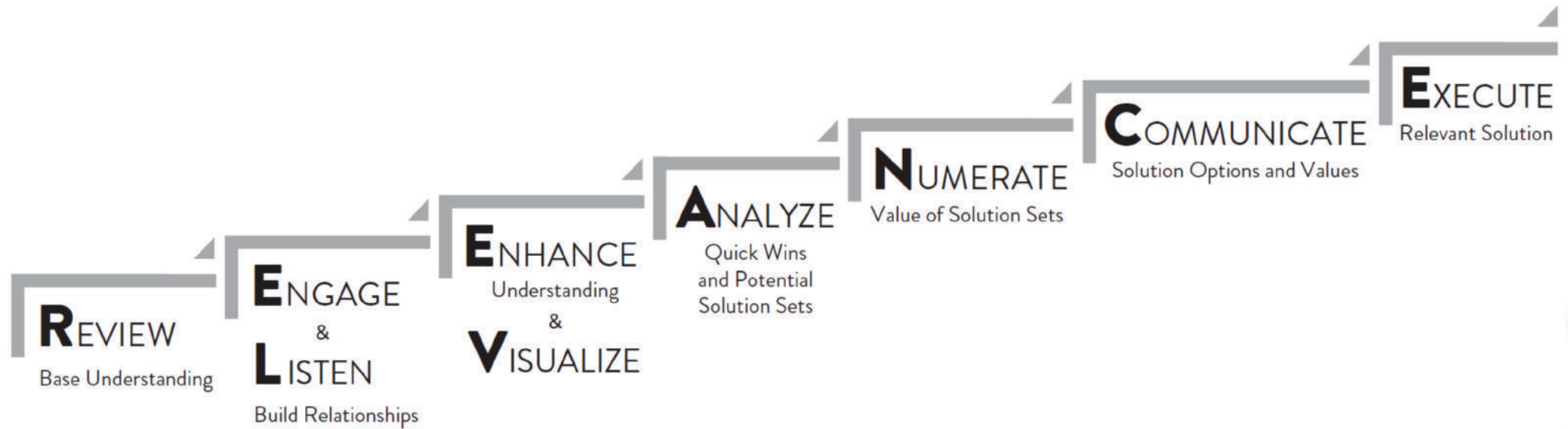
Q&A

Grand Prize Drawing! 🎁

Final Words

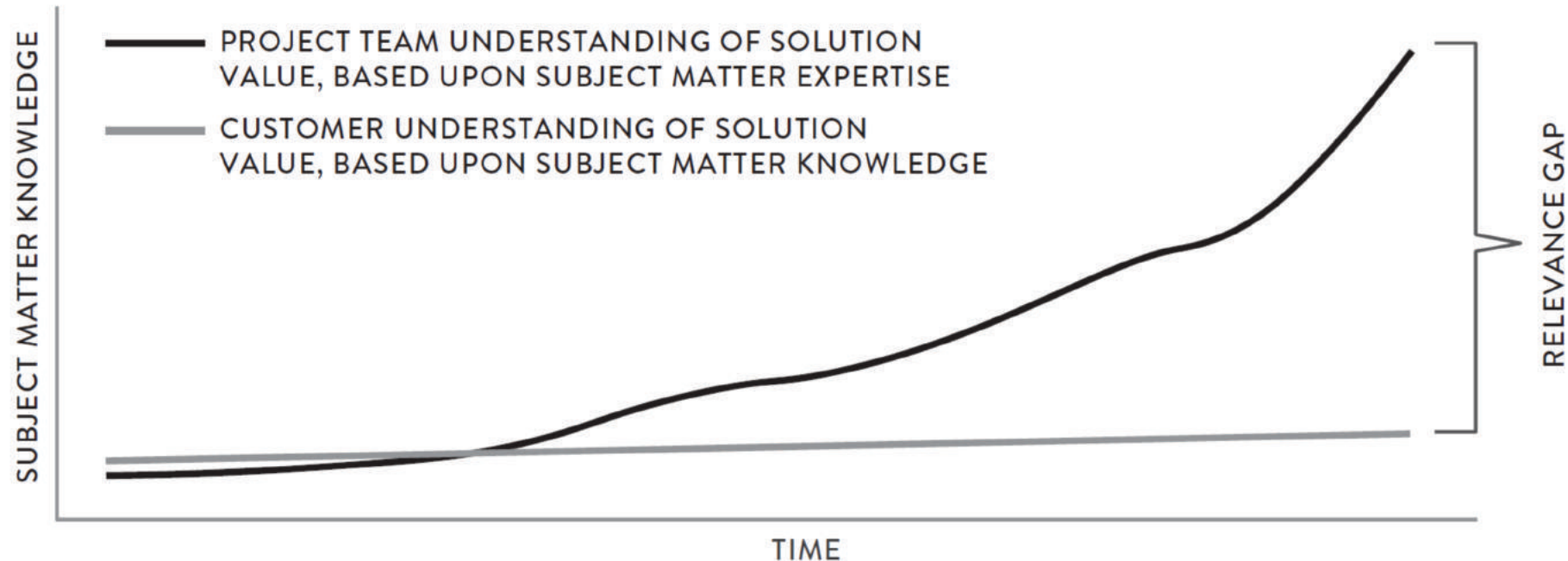


THE 7 STEPS TO ACHIEVING RELEVANCE



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



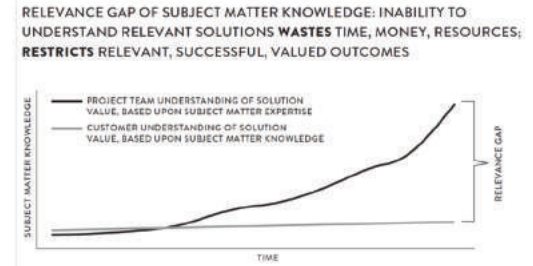
THE RELEVANCE GAP OCCURS IN ALMOST EVERY PROJECT OR ACTIVITY YOU PARTAKE IN AND GETS WORSE (BIGGER) OVER TIME.

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



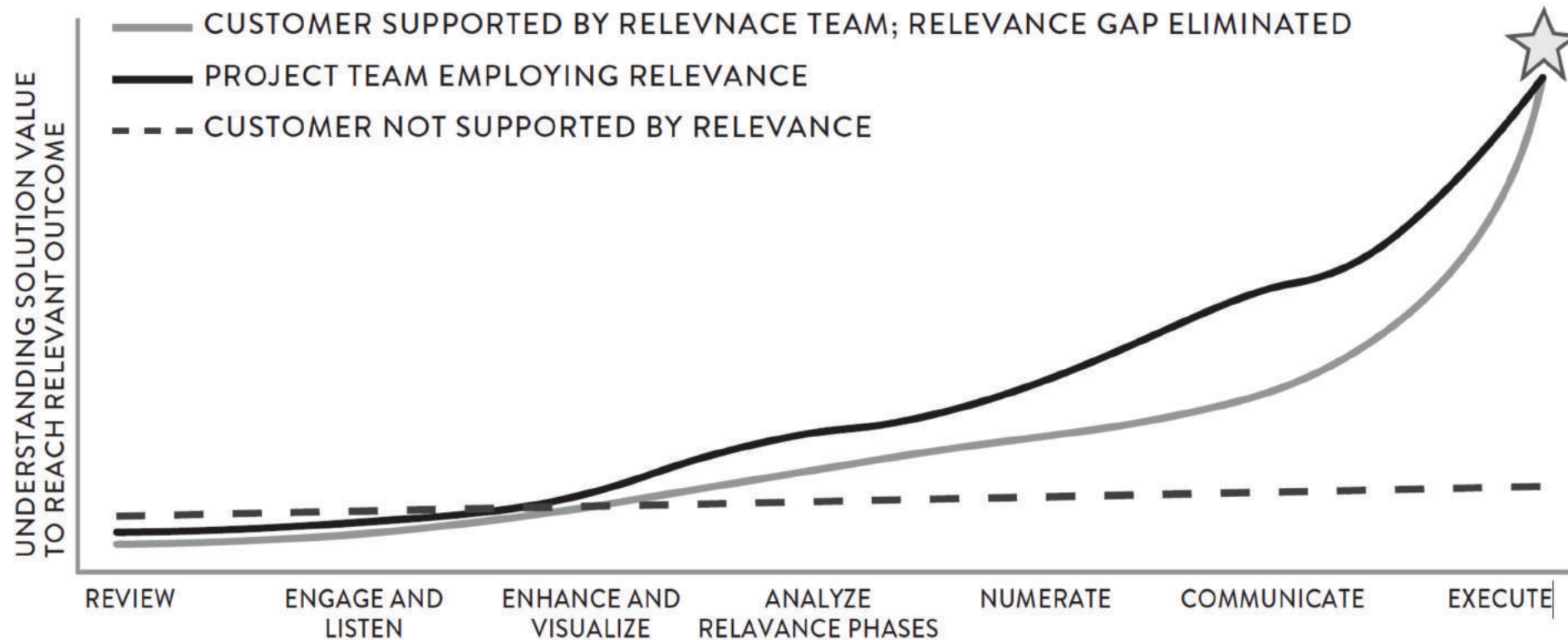
WHY RELEVANCE GAP **WORSENS** OVER TIME:

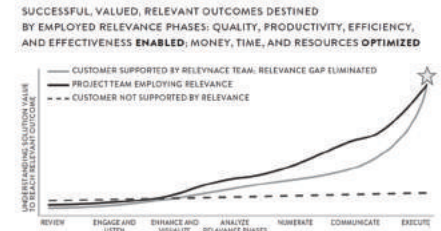
- LACKING THE TIME, BACKGROUND, OR RESOURCES NECESSARY TO UNDERSTAND CUTTING EDGE TECH, PEOPLE OR PROCESSES
- THE VALUE OF WHAT'S NEEDED TO SUCCEED IS NOT CONVEYED TO ALL PARTIES INVOLVED
- MOST EFFICIENT SOLUTIONS AREN'T IDENTIFIED AS TECHNOLOGY EVOLVES OR SUBJECT MATTER BECOMES MORE COMPLEX
- UNAWARE 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**

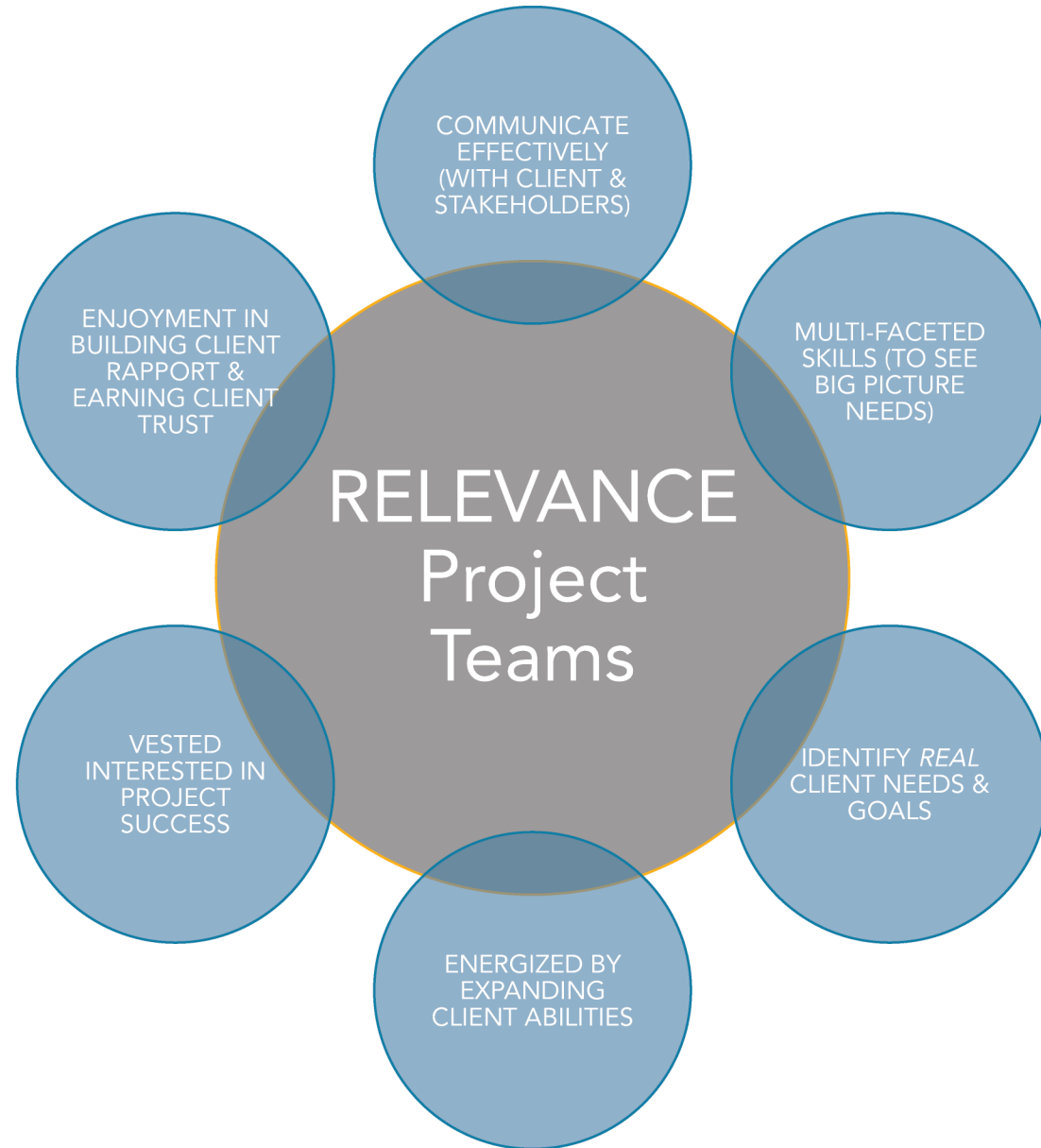




HOW TO ELIMINATE THE RELEVANCE GAP, FOR SUCCESS:

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

