



Emagineering: The Successful CEO's Ally for Leading Strategic Change

The CEO Agenda

"My day job is to lead 10 to 12 strategic change initiatives at a time," answered the very successful CEO in response to a question by one of the 400 executives at their company's annual offsite meeting. Sound familiar?

Today's CEO has two agenda items: 1) achieve growth and profit goals every quarter; and 2) lead strategic change.

As every CEO knows, quarterly growth and profits are largely the result of successful change initiatives that were deployed in previous quarters and years combined with excellent execution by the entire management organization. The harsh reality is that a CEO can rarely take an action that will have a major impact on the current quarter's results.

There are many information systems, such as ERP (enterprise resource planning) and CRM (customer relationship management) intended to assist managers throughout the organization in achieving the company's financial goals. And CEOs rely on reports generated by these systems to monitor progress-to-plan throughout the quarter and make adjustments where necessary and when possible.

But what information systems do CEOs rely on to carry out their day job of leading strategic initiatives? Email and Microsoft Office – the same tools a high-school student uses for a homework assignment! Experience has shown that email and MS Office are not adequate for effectively planning and leading change across a global corporation.

To be successful, CEOs need Enterprise Initiative Management software that has been designed specifically to assist them in leading strategic change across their organizations.

Emagineering: Developed by Business Executives for Business Executives

Emagineering was designed by business executives as the system they would like to have used when they were leading strategic change initiatives. As CEOs, they knew from first-hand experience how every internal organization naturally resists change. Yet only by changing to take advantage of new economic and market opportunities can an enterprise thrive during the CEO's time in office. Therefore, Emagineering was designed to encourage executives throughout an organization to participate proactively to the best of their abilities in constructive change that supports the CEO's strategic initiatives.

Emagineering was originally intended to help business executives deal with one of their most difficult challenges – concurrently transforming business processes and the underlying IT foundation on which they operate. But as executives learn the power of its role-based issue identification and resolution capabilities, they quickly start using Emagineering for all kinds of initiatives.

Emagineering has been designed so that it will be productive even for occasional users. If you can use email and order a book through the Internet, you will find Emagineering highly intuitive to use – you are never presented with a blank screen and expected to know what to do. Most information systems were designed by technologists for other technologists and therefore are way too difficult for any business executive to use effectively on a casual basis.

Emagineering was designed by business executives to be intuitive for other business executives to use when needed.

Collaborative Leadership

No matter what initiatives your organization is pursuing, the team members want you, the CEO, actively involved. After all, the CEO's vision is inexorably intertwined with every initiative's objectives and measurements of success.

Examples of strategic initiatives, some of which may require the participation of hundreds of employees and the resolution of thousands of issues over 1-3 years, include:

- Acquisitions and Divestitures;
- Business Continuity Planning;
- Business Process Optimization;
- Compliance Policies and Procedures;
- Financial Restructuring;
- Geographic Expansion;
- Globalization;
- Marketing/Advertising/Branding Campaigns;
- Organizational Change;
- Outsourcing and Offshoring;
- Product Line Transition and Transformation;
- Six Sigma Management.

What all these initiatives have in common is that they represent new areas in which the enterprise may not have expertise, experience, or core competence. Each initiative contains within it a major risk of failure once the CEO moves it from planning to the execution stage. To significantly increase the probability of success, the CEO must expand decision-making reasoning of the entire organization to take into account new business realities.

Emagineering provides the CEO with the ability to exercise collaborative leadership. Collaborative leadership is the ability to focus the diverse knowledge of executives within the organization and supplement it with outside experts to advance the capabilities of the entire enterprise. Business researchers have demonstrated that executives who manage using the techniques of collaborative leadership consistently achieve superior results.

Emagineering is the most comprehensive information system available to CEOs for effectively expanding their ability to lead collaboratively.

Emagineering: The CEO's Ally

The CEO's greatest challenges are to create a sense of urgency for change, communicate the objectives and rationale for new strategic initiatives,

coordinate the execution actions of numerous executives and their staffs, and make the tough decisions necessary to overcome any and all blocking issues. To do so, they must be able to cut through the organizational bureaucracy, when necessary, to "get to the facts" and motivate others to take the correct actions for achieving the initiative's objectives.

CEOs all feel at times that they need to be cloned. They cannot effectively delegate change leadership to their staffs – no matter how talented their staff executives. Staff members, no matter how motivated and experienced, just do not have the same impact as the CEO does for obtaining critical information and causing organizational change.

Emagineering provides CEOs with the ability to proactively lead and direct strategic change initiatives in a disciplined manner. Emagineering never forgets any discussion, comment, meeting recap or document that is added to it. It knows every team member on every issue – and what they have contributed. It remembers every due date and can show when and how decisions are to be made. It reminds every initiative leader to update the weekly status report for the CEO 24 hours before it is due.

In short, Emagineering is the CEO's must-have ally in successfully planning and executing strategic change!

The Obian Challenge

Emagineering is a very different type of software – it is designed for executives who want to manage using the proven style of hands-on leadership. Emagineering embodies best-management practices with enterprise-wide collaborative leadership. It is not about technology – it is about magnifying the voice of the CEO throughout the enterprise. Business leaders tell their friends that Emagineering is "Unique," "Sophisticated," and "Lets me effectively manage my punch list." One reviewer went as far as describing Emagineering in a business article as, "McKinsey-in-a-box!"

For CEOs who want to use Emagineering to meet the enterprise transformational challenges they are facing, Obian is prepared to provide a comprehensive Proof of Concept. We will work with your team to create and populate your own initiatives within Emagineering. Just [click here](#) and email us your name and phone number. We are confident that you will quickly agree Emagineering does everything we say it does – and more!