

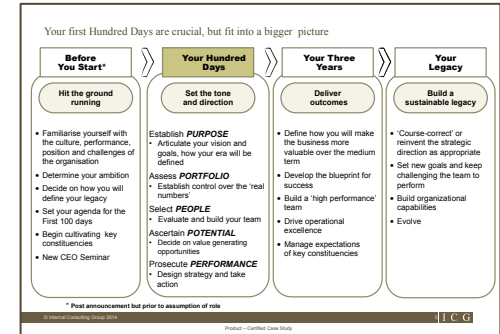
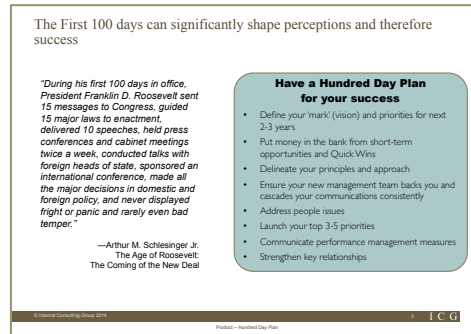
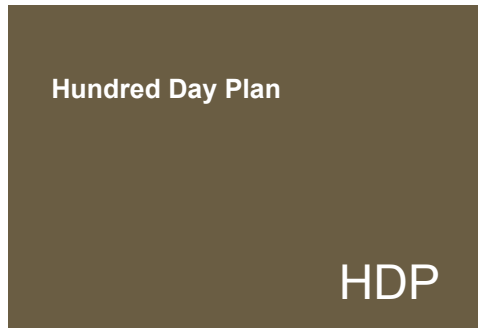


## Hundred Day Plan (HDP)

*A proven methodology for success when commencing a new leadership role from General Management to C-suite*



# Hundred Day Plan (HDP)



Price:

HDP Template  
**US \$10,000** (single use licensee)

HDP Lite  
**US \$1,000** (single use licensee)

HDP Expert Coaching Support  
**US \$5,000** per day

HDP Team Support  
**TBA**

The Hundred Day Plan (HDP) provides a proven methodology which allows a new executive to best ensure their success through the development of a high impact plan.

Many new executives fail to create the impact that is possible because they do not apply a rigorous approach to planning for their success.

The HDP articulates the critical aspects to consider and actions an executive needs to take into account when developing their 100 Day Plan, some of which are required before the commencement of the new role. The HDP methodology includes:

- Setting the actions required in the First 100 Days in the context of the bigger picture: the transition period, the next 2-3 years and thereafter
- The HDP goals: to Establish **PURPOSE**, Assess **PORTFOLIO**, Select **PEOPLE**, Ascertain **POTENTIAL** and Prosecute **PERFORMANCE** and an articulation that brings each of these to life
- A graphical Game Plan (Playbook) example, setting out the major actions required during the Transition Period and the First 100 Days with an indication of timing and resource effort as well as major people-aspect milestones
- Supporting templates and explanatory notes for the major actions in the in the Game Plan (Playbook) – an example of which is the list of critical questions on which to base the executive's interviews with the leadership team.

New executives can opt to access the HDP methodology only, but due to the diversity and intensity of actions required in a very limited time frame (particularly in the transition period when access to organisational resources is limited), many choose additional support from ICG Affiliates accredited in the HDP process.

To assist in this, the HDP methodology can be purchased with varying levels of support. Like all ICG products, the HDP methodology can be unbundled and supplied as a licensed set of templates, however it is more commonly supplied with expert coaching support or, for a more senior role or larger enterprise, an accredited Affiliate team.

The **HDP Lite** version of this product is designed cater for executive roles that are smaller in scale and scope. It comprises the components of context, goals and granulated goals, as well as a high-level game plan.

# The first 100 days can significantly shape perceptions and therefore success

*“During his first 100 days in office, President Franklin D. Roosevelt sent 15 messages to Congress, guided 15 major laws to enactment, delivered 10 speeches, held press conferences and cabinet meetings twice a week, conducted talks with foreign heads of state, sponsored an international conference, made all the major decisions in domestic and foreign policy, and never displayed fright or panic and rarely even bad temper.”*

—Arthur M. Schlesinger Jr.  
The Age of Roosevelt:  
The Coming of the New Deal

## **Have a Hundred Day Plan for your success**

- Define your ‘mark’ (vision) and priorities for next 2-3 years
- Put money in the bank from short-term opportunities and Quick Wins
- Delineate your principles and approach
- Ensure your new management team backs you and cascades your communications consistently
- Address people issues
- Launch your top 3-5 priorities
- Communicate performance management measures
- Strengthen key relationships.

# Why invest in a Hundred Day Plan?

HBR Blog Network



## Decoding Leadership The Management Tip

by Norm Smallwood | 5:55 PM September 15, 2009

**Rule 1: Shape the future.** This rule is embodied in the strategist dimension of the leader. Strategists answer the question “where are we going?” and make sure that those around them understand the direction as well.

**Rule 2: Make things happen.** Turn what you know into what you do. The Executor dimension of the leader focuses on the question “How will we make sure we get to where we are going?”

**Rule 3: Engage today’s talent.** Leaders who optimize talent today answer the question “Who goes with us on our business journey?” Talent managers know how to identify, build and engage talent to get results now.

**Rule 4: Build the next generation.** Leaders who develop the next generation answer the question, “who stays and sustains the organization for the next generation?” Talent Managers ensure shorter-term results through people while Next Generation Developers ensure that the organization has the longer-term competencies required for future strategic success.

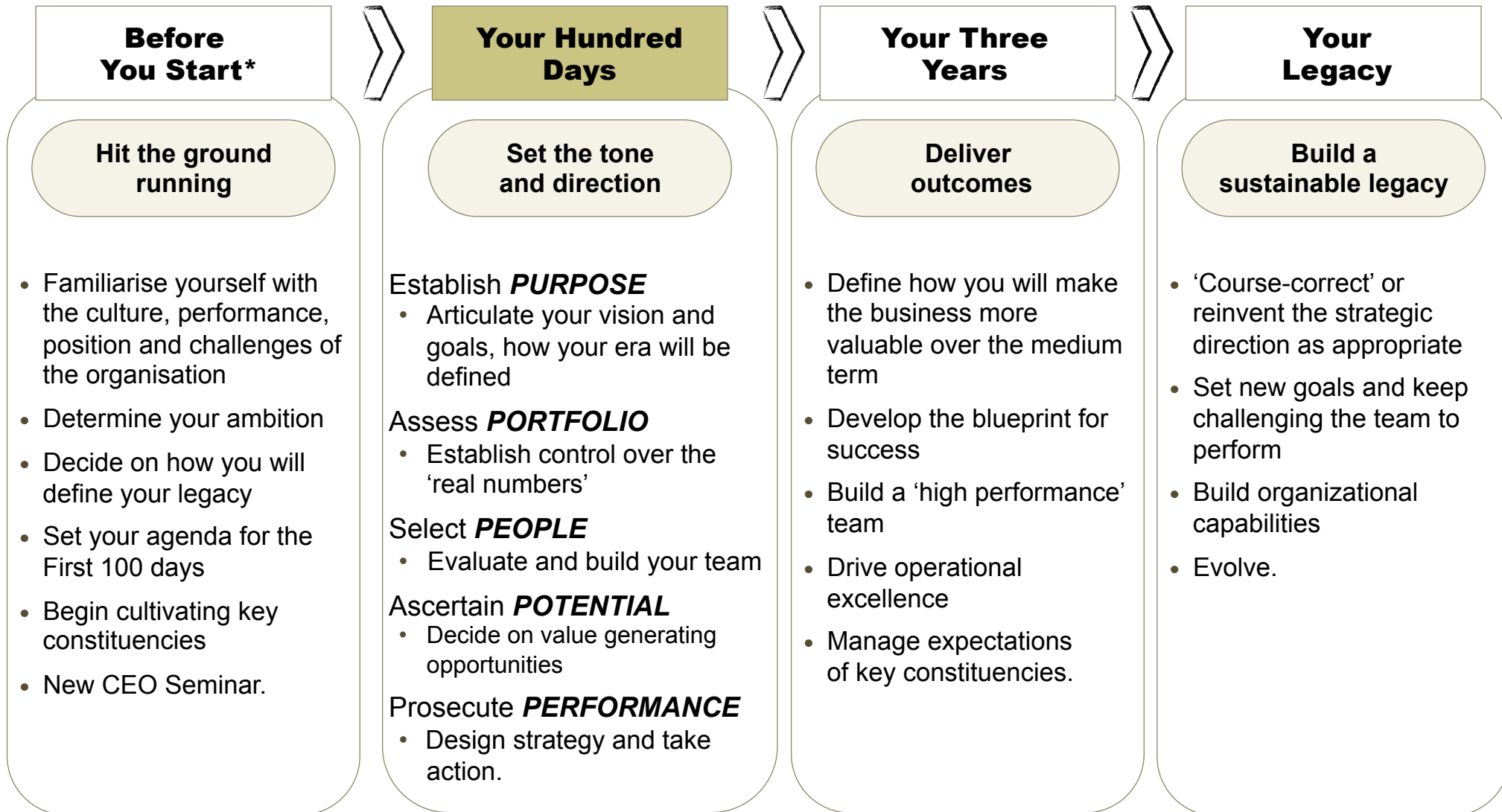
**Rule 5: Invest in yourself.** At the heart of this Leadership Code – literally and figuratively – is Personal Proficiency. Effective leaders cannot be reduced to what they know and do. Who they are as human beings has everything to do with how much they can accomplish with and through other people.

***You have been promoted – congratulations- and you are not clear on all the challenges ahead of you or how you will overcome them.***

Your choices include:

- Do what you’ve always done, after all, you’ve won the promotion  
*- go it alone approach*  
or
- Do some research and look for tips and advice on what you should be doing to prepare for and commence your new role  
*-the armature approach*  
or
- **Contact ICG and purchase the proven HDP methodology with the level of support appropriate to your challenge**  
**- the professional approach**

# Your first Hundred Days are crucial, but fit into a bigger picture



\* Post announcement but prior to assumption of role

# The HDP Methodology includes a comprehensive set of tools, templates and frameworks

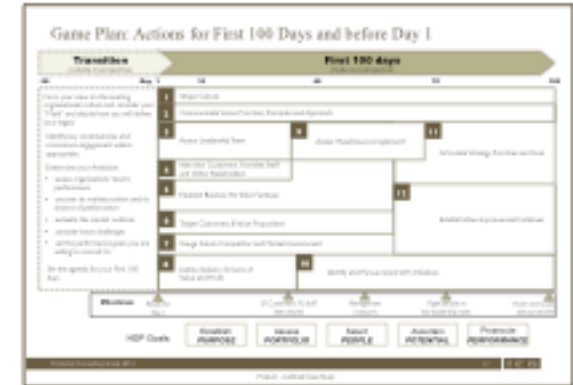
## Context



## Goals



## Game Plan



## Templates (Examples)



## Goals Granulated



## Questions – Activities - Outputs



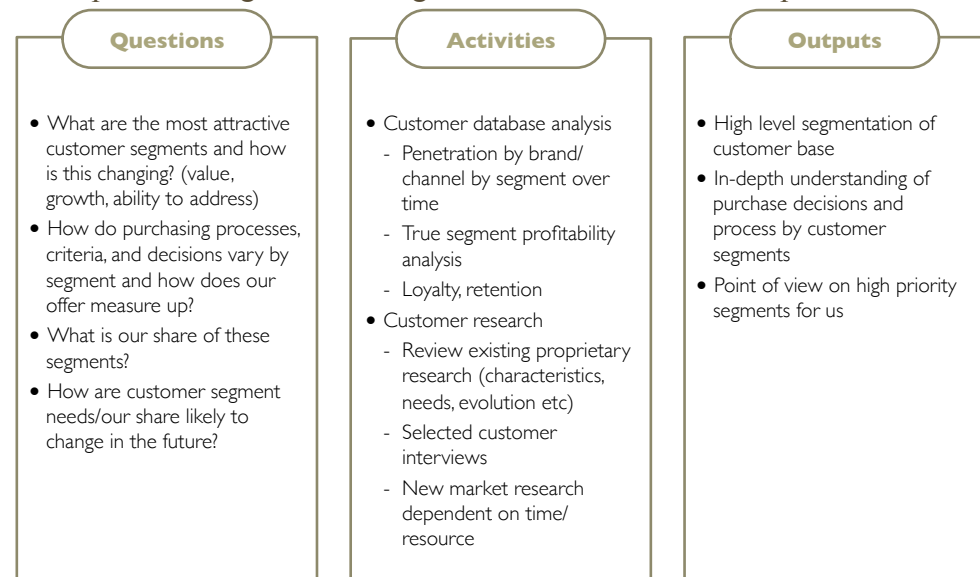
# Sample Templates:

## Sample - HDP Goal: Establish **PURPOSE**

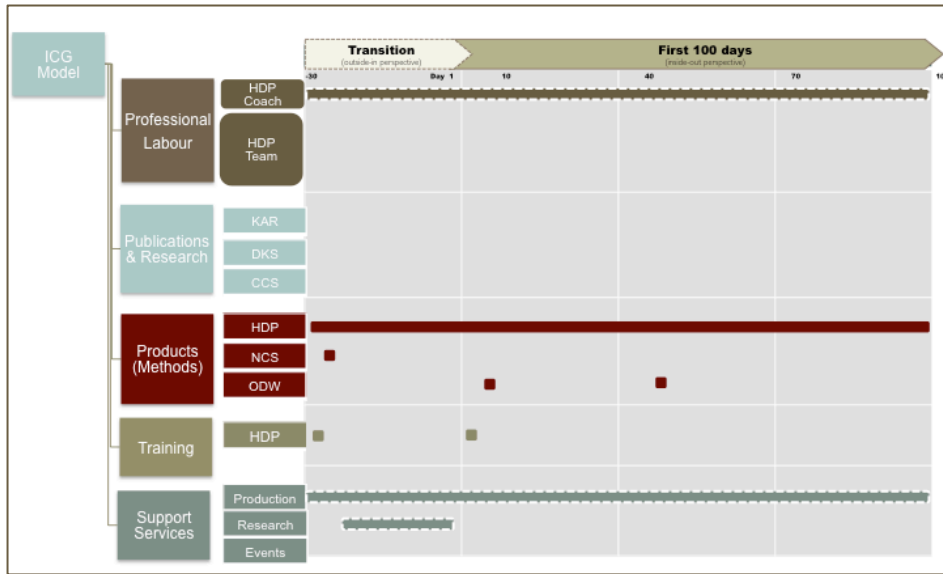
*What is your ambition for your Organisation and yourself? How will your era be defined?*

Topics	Components
Organisation's recent performance	<ul style="list-style-type: none"> <li>Group measures, over time, versus peers, versus analyst expectations</li> <li>Portfolio entity/activity</li> </ul>
What performance goals are you willing to commit to?	<ul style="list-style-type: none"> <li>Top quartile TSR performance? (who is peer group and over what term?)</li> <li>What does this translate to in terms of sustained annual TSR?</li> <li>What other financial and non-financial goals?</li> </ul>
What is your mark for the Organisation?	<ul style="list-style-type: none"> <li>Vision for Organisation                             <ul style="list-style-type: none"> <li>'To be a ..... by ...for customers, ... for employees, ...shareholder returns and ...in the community.</li> </ul> </li> <li>Designing your mark:                             <ul style="list-style-type: none"> <li>Factor in: Social climate (trends), Stakeholders, Organisation's 'starting point', Competitors, Best Practices to establish your list of principles</li> <li>Use this list to define your mark (vision for success)</li> </ul> </li> </ul>
What are the priorities to achieve both performance outcomes and your mark for the Organisation?	<ul style="list-style-type: none"> <li>Where to win: markets, segments, products...?</li> <li>How to win: leadership models, scale, innovation, key integration points, simplification, employee and customer advocacy...?</li> <li>Levers to win                             <ul style="list-style-type: none"> <li>Growth (revenue productivity, focus, infrastructure/scale distribution, digitalisation, retention/cross-sell/new customer, innovation ...)</li> <li>Cost productivity (eliminate, simplify, automate, outsource ...)</li> <li>Capital productivity (selective deployment, reduce high capital/low return products...)</li> </ul> </li> <li>What are the major challenges facing the Organisation?                             <ul style="list-style-type: none"> <li>"Hairy" questions to address;</li> </ul> </li> </ul>

## Sample: Action guidance: Target Customers and Value Proposition



# Hundred Day Plan – Full range of support options for a new executive



## Coach and Training



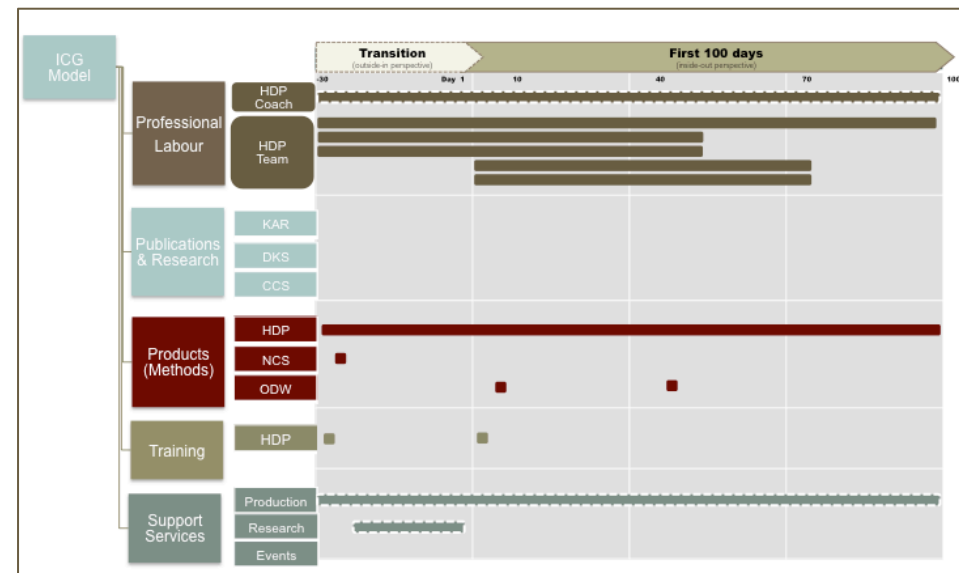
### Senior support for HDP development:

A senior ICG Affiliate who is accredited in the HDP process to: conduct a structured walk through of the HDP methodology (training for you and your team) and support you as an independent sounding board, coach and counsel during the transition period and on into the 100 days as required.



## Large Team example





**Full support for HDP development:**  
Add ICG Analyst Affiliates to undertake the significant analysis required for a high quality HDP. Advised for both transition period and first ~50 days.







# Hundred Day Plan – illustrations of pricing associated with support options

Product and support	Example role	License fee	Coaching	Team support
<b>Methodology only</b>		HDP Lite US \$1,000		
		HDP Template US \$10,000		
<b>Coach and Training</b>		HDP Lite US \$1,000	3 - 5 days US \$5,000pd*	
		HDP Template US \$10,000	3 - 15 days US \$5,000pd*	
<b>Small Team example</b>		HDP Template US \$10,000	7 - 15 days US \$5,000pd*	75 - 125 days US \$1,500pd*
<b>Large Team example</b>		HDP Template US \$10,000	10 - 20 days US \$5,000pd*	150 - 250 days US \$1,500pd*

\*: Day rates are illustrative average day rates, actual rates to be established via a BAF® process to select accredited HDP affiliates



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visit our website at [www.internalconsulting.com](http://www.internalconsulting.com)