OQ Leadership
Senior Leader's Program

OVERVIEW

To effectively apply the concepts of The Ownership Quotient you need to create comprehensive alignment of a critical mass of leaders in the organization to embrace OQ practices and create a shared roadmap for moving the organization forward. OQ Leadership helps senior leaders learn about the 5 critical elements that drive high levels of customer and employee ownership and build an effective roadmap for change.

Introduction—What Is Your OQ?

The workshop begins by reviewing OQ fundamental principles after which senior leaders estimate their organizations' current level of ownership. This transitions into a review of the planning framework for the program: The OQ Roadmap.

Module 1: Strategy and Leverage

Driving high levels of OQ begins with defining a business strategy that creates tangible value for employees and customers while leveraging value over costs. This module reviews the way one of the world's leading thrifts: ING Direct creates game-changing value for both of these stakeholders as well as shareholders. Participants apply this learning to their own organizations, completing the first element of their roadmap for application back on the job.

Module 2: Put Customers to Work

OQ leading companies engage customers in ways that their competitors have never imagined. This module looks at examples of firms, including Build-A-Bear Workshop, that have actually put customers to work in an effort to create more value for customers and better margins for their organization. Specific customer experience design tools and techniques are taught and applied to participant organizations.

Module 3: Boost your Employee OQ

The third element of the OQ Roadmap addresses the employee experience and how high OQ firms outperform competitors in engaging and developing their people. Two firms: Wegmans Food Markets and SAS are studied as best practice examples and participants apply relevant insights to their OQ Roadmaps.
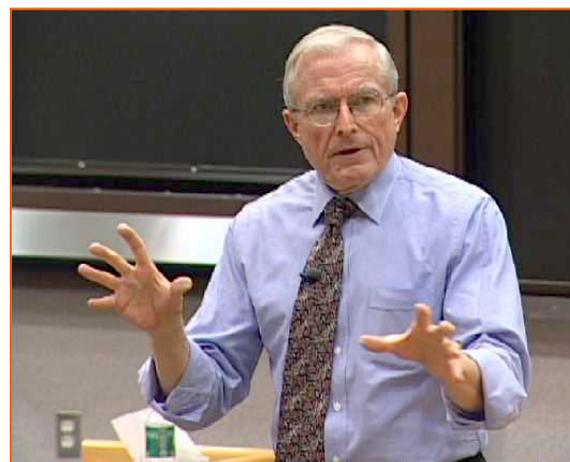
The 3-Day OQ Leadership program was developed by The Service Profit Chain Institute to bring Ownership Quotient practices to life inside client organizations.

OQ Leadership represents a set of practices and tools that help senior leaders understand how to drive greater profitability by focusing on driving greater engagement and commitment from both customers and employees.

Module 4: Engineer Ownership through Anticipatory Management

Module 4 integrates the learning from the previous two modules by taking a close look at how marketing, operations and HR must synchronize to consistently exceed customer expectations. An in-depth study of Harrah's Entertainment is used to cull out the lessons for senior leaders to apply to their own organizations.

Module 5: Build a Strong and Adaptive Ownership Culture

The underpinning success of the OQ Roadmap is the degree to which senior leaders shape a culture that engenders ownership. An interactive case study of Rackspace Hosting serves as a platform for evaluation of their own culture and the opportunity to create greater employee engagement.

Application Planning

The final activity of the program includes reality testing their OQ Roadmaps with each other before the program ends.

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