

Employee Relationship Management (ERMTM) Program Modules

Strategic Momentum's Employee Relationship Management (ERMTM) Program focuses on building and increasing the asset value of the employee base. ERM's objective is to increase and nurture the leadership potential and contribution of every employee. As an individual contributor and team member ERM is designed to dramatically increase their effectiveness and contribution to the overall success of the company.

ERM Leadership Program

High performance organizations are able to create Breakaway InnovationsTM and produce accelerated business growth, independent of market and competitive circumstances, through extraordinary teamwork. Since high performance teams rarely occur naturally, they have to be created, coached and rewarded. The Leadership Program is designed to focus on the leadership elements of an ERM Program. These include:

- Why ERM is just as important as CRM
- How to build relationship and trust and repair trust when it is broken
- How to create a powerful Vision
- How to enroll and mobilize a team to produce breakthrough results
- How to build team strength through Authentic SpeakingTM and Authentic ListeningTM
- How to generate and cultivate a positive mood
- How to coordinate action with others effectively
- How to understand and coach team dynamics

Breakthrough Workshop

The Breakthrough Workshop focuses on creating the breakthroughs necessary for a company to produce the Breakaway Innovation they need to distance themselves from their competition. Since Relationship and Trust are at the core of creating a Breakthrough, a prerequisite for this workshop is the Leadership Workshop. The Breakthrough Workshop adds additional distinctions beyond those learned in the Leadership Workshop. The Breakthrough distinctions focus on the critical elements that have to be in place for a team to be willing to declare and execute a Breakthrough. These include:

- The Myth of Innovation and Execution
- What is a Breakthrough and how to successfully create and execute a breakthrough
- The power of commitment
- What is a breakdown and how to successfully resolve breakdowns
- How to create the structure of fulfillment to bring the Breakthrough into reality
- Learn how to turn Breakdowns into Breakthroughs
- What is a Breakaway Innovation and how to sustain it

Breakaway Innovation Program

The Breakaway Innovation focuses on how to implement ERM throughout the entire organization. Implementing ERM is not like the traditional quick fixes that feel good for a while but, do not offer sustainable results. ERM is an organic process that works at the heart of what it is to live and work within an organizational setting that has embodied ERM and lives with mutual dignity and respect. ERM's focus is on taking care of the critical concerns of employees by giving them powerful tools so they are not only willing to increase their productivity and performance but can do so, thus insuring the long-term sustainability of the enterprise by making Breakaway Innovation a way of life.

The Breakaway Innovation Workshop adds critical distinctions beyond those learned in the Leadership Workshop. The distinctions in this workshop focus on the essential elements to introduce and install ERM throughout the entire organization. These include:

- Understanding the fundamental concerns of every employee
- Understanding how to take care of those concerns
- Implementing ERM throughout the entire organization
- The Breakaway Innovation Process
- Learn the importance of the 5 Principles of Breakaway Innovation
- Using Breakdowns as a source of breakthroughs
- Learn how to enhance Individual Intellectual Property (I²P) and dramatically reduce turnover
- The embodiment of ERM as a never-ending strategy

ERM and the Lean Organization

Becoming Lean is a team initiative. The success or failure of Lean will depend on how well everyone integrates in the organization as one team with common objectives. The Lean tools only work when the teams using the tools are working as high-performance teams. In this workshop, you will learn how to change your company into a high-performance, lean organization by developing and deploying the ERM principles.