



Root *Learning*[®] *Inc.*

**Engaging and connecting
people to create results**

GRAND CANYON



We must change now!

You are empowered!

They won't act.

You need to work smarter!

This is our vision/mission.

They won't cooperate!

LEADERS

Sounds "Blue Sky!" What does this mean for me and my people?

Why do we need to change?

Flavor of the month management!

They don't walk their talk.

They don't listen!

We can't work any harder!

THE FUTURE

Root Learning Overview

What Root does:

- Makes complex information simple
- Engages and aligns employees
- Accelerates the launch of strategic initiatives

How Root does it:

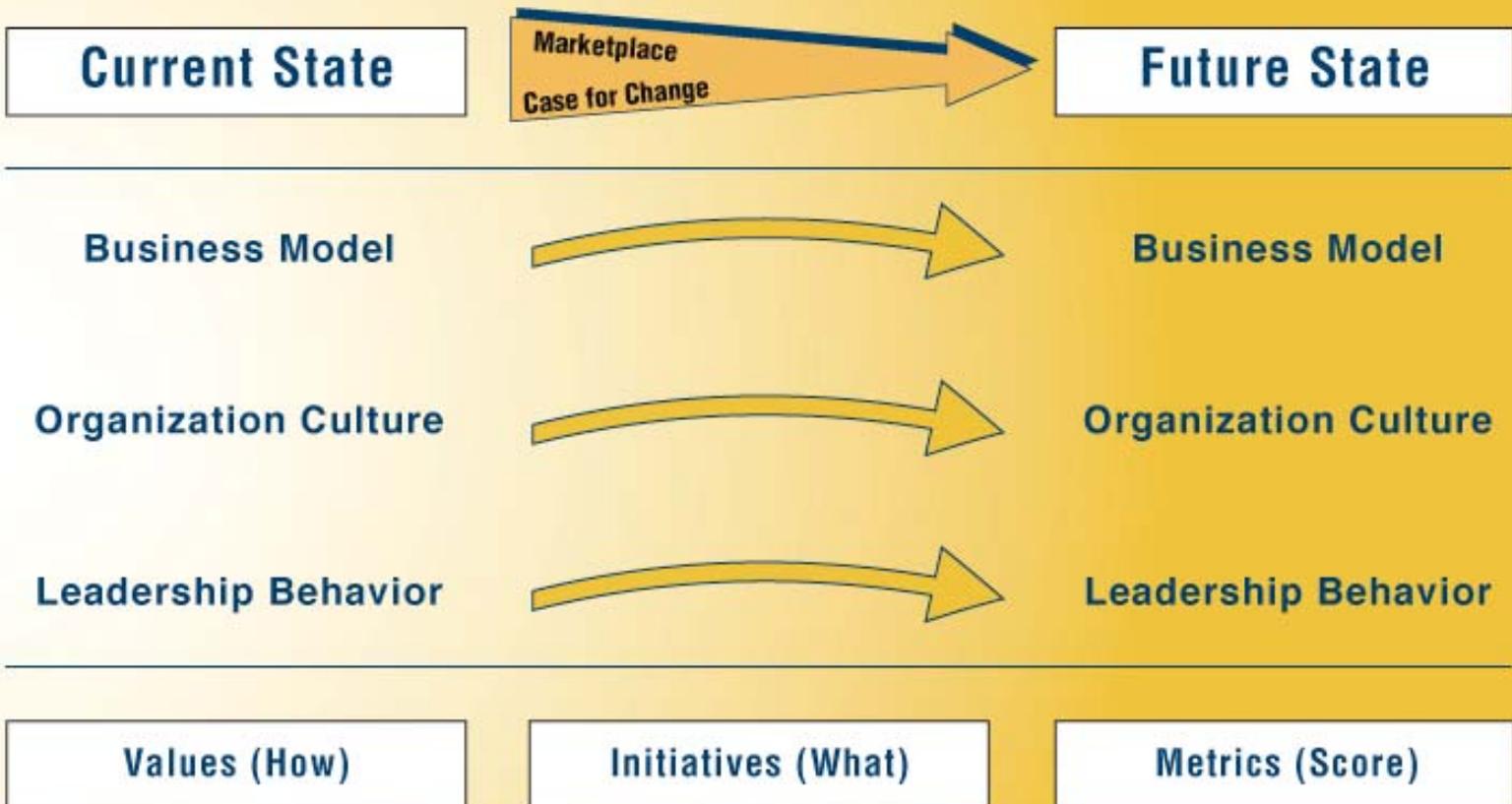
- Creates dialogue
- Uses visual metaphors and graphics to build understanding
- Connects people to the core business

Engaging and Connecting People



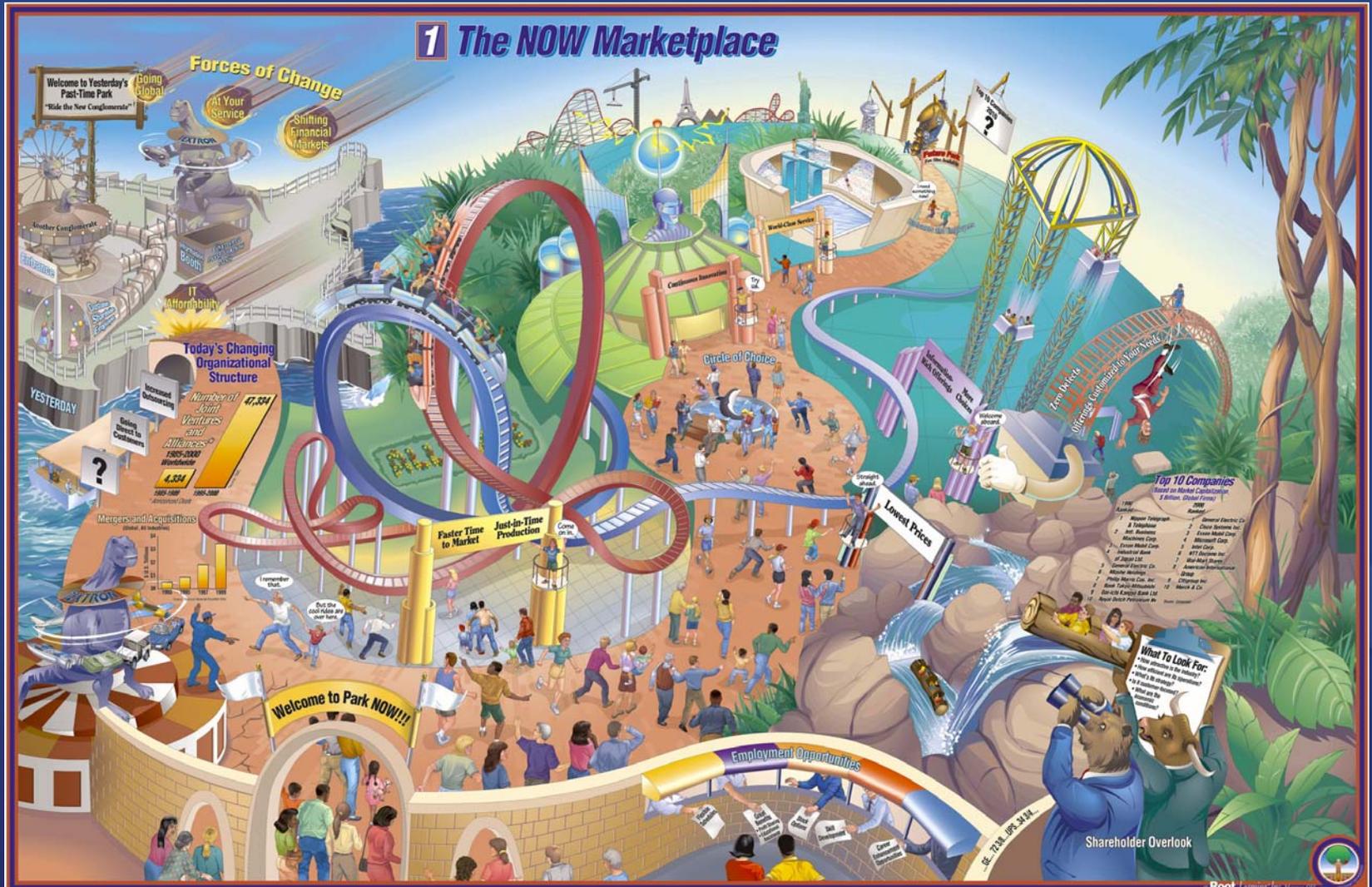
Launching a New Business Strategy

Root Transformation Road Map



©Root Learning[®] Inc., Maumee, Ohio 2002

Creating a Shared Understanding



Creating a Shared Understanding



The Root Learning™ Process

THE BIG PICTURE

- Changing customer expectations
- New competition and new markets
- Shifting technologies

Why Change?

KEY BUSINESS PROCESSES

- Internal supplier relationships
- Critical process steps
- Process breakdowns

How do key processes shape customer value?

Where do I fit into the process?



ECONOMIC LITERACY

- Revenue sources
- Cost components
- Critical financial issues

Where does our money come from, and where does it go?

How do we keep score?

STRATEGIC DIRECTION

Where are we headed, and what's my role?

Marketplace and Me



My World



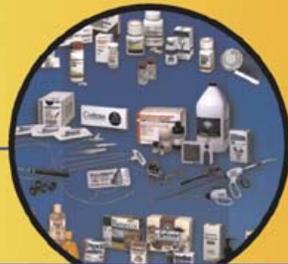
My State



My Neighborhood



My House



My Industry



My Company



My Team



Me

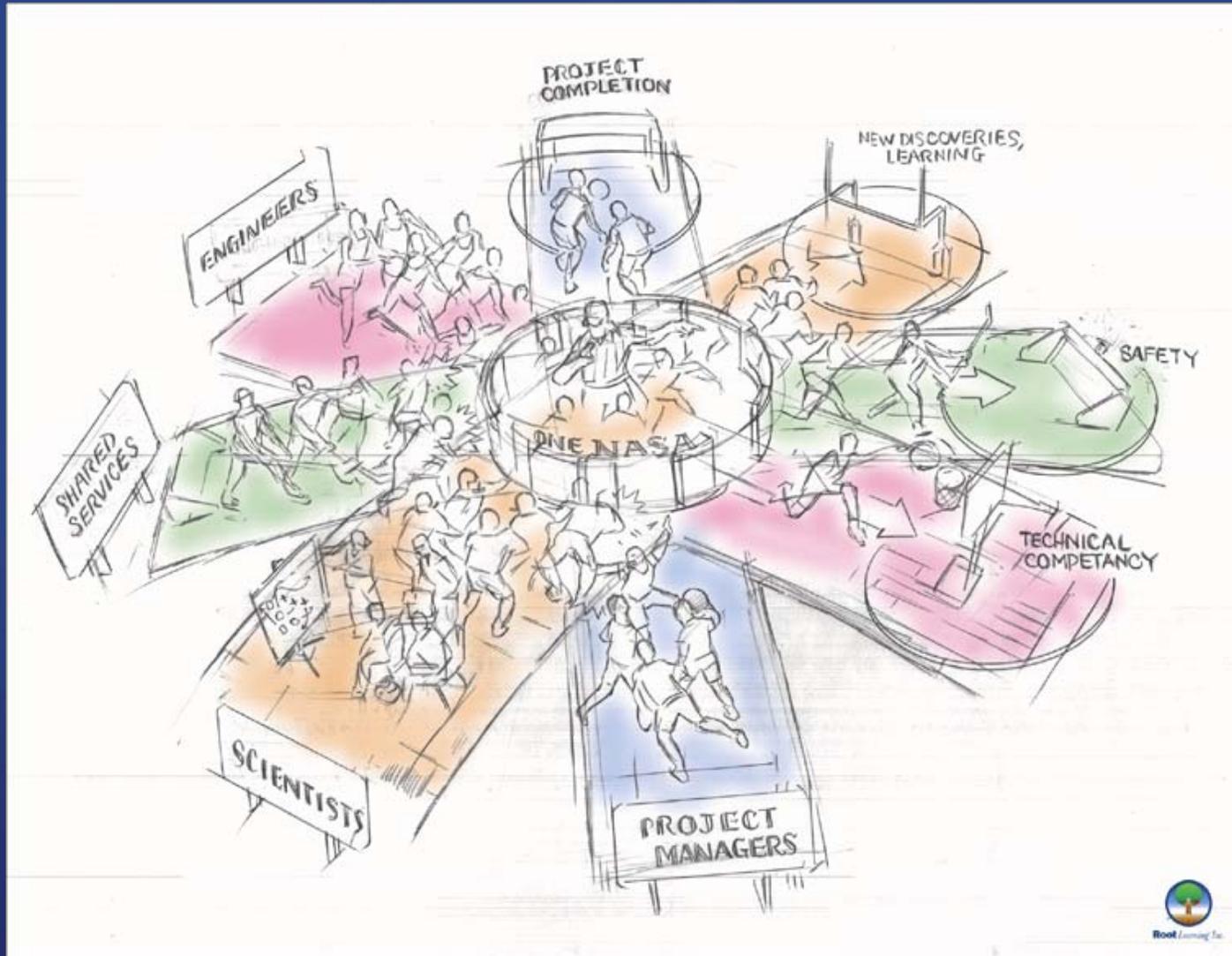
Engagement & Integration is Essential

- *Communication* is not engaging

- *Learning* is not strategic

- *Strategy* is not understood

Applying the Concept at NASA



The future belongs to those
of us that see the
possibilities before they
become obvious!

• *Levitt*



RootLearning[®] Inc.

1715 Indian Wood Circle, Suite 200
Maumee, Ohio 43537
Phone: (419) 874-0077

www.rootlearning.com

©Root Learning[®] Inc. 2004