



Business Execution Operating System

Delivering a Transformation Change in Business Performance

- • • Today's business leaders face the challenge of accelerating performance in an environment of increasing volatility, uncertainty, complexity, and ambiguity. Here, disruption is the norm, requiring fast and agile business planning and execution.

Providing a unique, proven approach to realizing the full potential of your organization

Unlike other business consultancies that effectively tell leaders the appropriate next steps, McKinney Rogers puts the destiny of your business in the right hands: yours and that of your people.

We do this by engaging leadership with dynamic conversations and experiences that take people out of their comfort zone, considering things from new perspectives, and challenging the status quo. The result is an immersive experience that leads to outcomes that people actively shape as a collective, achieving a much stronger sense of commitment going forward.

Further, this unique approach drives alignment, instills a sense of personal accountability, and promotes the independent thought and agility necessary to deliver mission-critical results despite whatever obstacles or uncertainty they may face. As a result, your people own your vision in ways few organizations can achieve, delivering the outstanding leadership and high-performance teamwork characteristic of our world-class, Fortune 500 clients.

Mission Leadership®

A philosophy and operating model, born from military special forces, to translate STRATEGY into concerted ACTION, creating a DISPROPORTIONATE effect on your business results.



McKinney Rogers
A Division of GP Strategies

At McKinney Rogers, a division of GP Strategies®, we work to dramatically shift this trajectory through Mission Leadership®, a philosophy inspired by military special forces and adapted for business environments. Here we equip business teams with the tools and capabilities to deliver high performance regardless of the obstacles they face.

Mission Leadership affords a unique and holistic approach to establishing direction and closing the gap between strategy and execution. It ensures the requisite clarity and understanding of the overall mission of the organization, aligns everyone's role in achieving it, and inspires a sense of commitment and accountability that puts the enterprise first above anything else. And it is proven to deliver.



Mission Planning®

In this phase, we help your teams clarify your organization's aspirational vision, examining it through the lenses of entrepreneurs, competitors, and your own eyes. As you begin to see your vision through many perspectives, you're better able to identify the strengths, weaknesses, opportunities, and threats inherent in it and arrive at a transformational strategy that everyone can own, setting you up for greater success.

Elite Teams™

It's not enough to simply know where you're going. You need to have a high-performance culture in place. This is not team-building. Most teams are built to perform at the speed of the slowest member, which creates organizational drag. Rather, McKinney Rogers guides your teams through experiential exercises that effectively allow them to run at the pace of the fastest member. Through this process, people shift their mindset, embrace "first team" principles, and bring these to life through a set of agreed-upon operating mechanisms (rituals) to accelerate change.

Mission Alignment®

This phase aligns individual missions to that of the enterprise, ensuring the appropriate individual action while allowing for adaptive capacity. The process works to clarify important interdependencies across the organization and stimulates conversations in the moment in order to secure cross-functional alignment and commitment to the most critical projects.

Mission Execution®

One of the unique and invaluable aspects of the McKinney Rogers approach is that we pressure-test your execution before it has real-world consequences. Will your plan truly work? Do you have the right processes in place? Is your culture conducive to your plan? Does your performance management system support the new direction? Are you prepared to face all the "what ifs" of a chaotic business environment? By planning ahead, you can work out the kinks—and work through the wildcards—enabling your people to become more confident and adaptive before strategic execution goes live.

In addition, we implement a methodology for harnessing the collective intelligence of any team in thinking more critically about closing any gaps as they endeavor to achieve the mission. This capability leads to more productive performance review sessions, and the skills acquired enhance their problem-solving capabilities. We call them Mission Status Reviews, which can be tracked using our Advance Dashboard® capabilities.

Achieve transformational change in business performance in four strategic phases

McKinney Rogers removes most of the guesswork and stumbling blocks from the process of translating strategy into high-performance execution through a four-phase approach that puts your vision and desired results front and center. What makes our approach unique is that each phase is thoroughly vetted and tested prior to finalization—not through supposition and opinion, but through critical examination, experiential pressure testing, and recalibration of the beliefs that each member has in their own potential.

Trust a leader among leaders to improve your leadership

Leaders seek out leaders, which is why the McKinney Rogers portfolio of clients includes titans of their categories who trust us to equip and inspire their people to achieve the extraordinary. Our proven methodologies result in tangible and lasting results that contribute to measurable growth. As a division of GP Strategies, a global leader in performance improvement since 1966, we are infinitely able to align your people, processes, and technologies to your business goals; execute your vision; and help bulletproof your strategies for a changing world.

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