



# FAST

**An Agile System For Execution Driven  
Strategic Planning**

TAP GROWTH GROUP  
EXPERIENCE BASED CONSULTING



# Fast, Agile Strategy Transformation

## The Worst Strategy is No Strategy

For an enterprise to grow and operate at its best, it needs to have an effective execution driven strategy that reflects the reality of fast changing market conditions. The strategy also needs to be understood and bought into by its entire leadership team.

Fast, Agile Strategy Transformation – FAST, is an agile system for developing and refining strategy with measurable execution plans. The strategy and execution plan development follows a proven repeatable process that takes days not months. Once launched, the system forces short cycle review and re-evaluation of both the strategy and the execution plan based on actual execution feedback and discovery. This continuous agile iteration cycle ensures the enterprise sets and maintains focused and measurable strategic business objectives that reflect market changes and achieve results. Further, since the system involves the leadership team and thought leaders at each stage, the entire team is fully aligned around the objectives and plans.

The FAST system can be implemented for your enterprise via virtual remote video sessions using sophisticated online tools or with face to face sessions. The TAP team of former CEOs and executives have developed and support FAST based on years of corporate experience and working with a large range of clients. The system combines opportunity assessment, structured organization analysis, process and technology to transform companies into agile, high performing, high growth businesses.

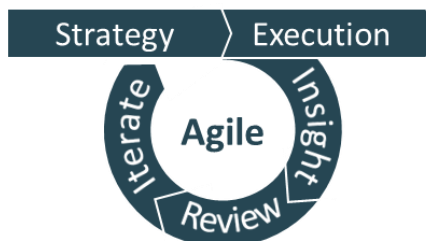
## What FAST Provides

### Agile Strategy Development

Initial strategy development completed in 48 hours.  
Quarterly strategy reviews and iterations based on execution feedback

### Team Alignment

Aligning entire leadership and management team behind the strategic objectives and tightly coupled execution plan



### Focused Execution

A complete system for planning, measuring, and course correcting a focused execution plan

### Complete System

A single, integrated system that addresses strategy, team alignment, and focused, measurable execution

# FAST Is For You If:



You are in a fast changing market and need your company to be more agile or more focused



Your company is facing market challenges or not fully exploiting opportunities



You are a new or emerging company looking to kick start your business

Any business in any industry, at any development stage will benefit from FAST. Whether you are looking to grow or change the direction of an established company, running a start up, looking to enter new markets, divest, rationalize, acquire, integrate an acquisition, seek funding or improve operations, FAST can provide the methodology and process needed to clarify the business opportunities, set strategic objectives and achieve team alignment for success.

## Who Should Be Part of The FAST Team?

FAST should be owned by the CEO with the active support and participation of the entire leadership team. Participation by key managers and thought leaders from critical areas within a company is crucial. This broad involvement in the FAST process is to ensure your internal expertise is fully harnessed and that you achieve the buy-in and alignment critical to success. For most companies, this team is at least 20 people and can be as many as 60. Sessions can be remote using online tools and video or face to face depending on travel or health considerations.

Experienced TAP executives guide you through the proven FAST process and facilitate the required focused conversations needed to get the leadership team to converge on their strategic objectives and plans. This can be done through remote virtual sessions or in persons workshops. Ongoing mentoring is provided as needed.

*“I was skeptical at first about how the process could be effective with such a large team. It turned out to be brilliant, to my surprise. As outsiders, TAP was able to manage the team in a way none of us could have and the result was a team that not only aligned tightly and completely around a set of strategic objectives but also dealt well with surprisingly and challenging circumstances. That team has achieved outstanding results and continues to do so.”*

-Warren Brenner, President, XumaK LLC

# How Does FAST Work:

FAST centers around a structured 2-3 day workshop session with regular follow up review and iteration. The workshop can be implemented remotely with online tools and video, in person or a combination.

Pre-session:

- Information gathering from executive team including opportunities and challenges
- Strategy team selection with surveys to gauge each members view on current strategy and challenges
- TAIS® evaluation of all participants

Main Session:

- Plenary activities to ensure everyone knows why they are present and what needs to be done
- Breakout groups develop market, competition and business assessment with internal challenges
- Review, ranking and alignment on key outcomes to develop key strategic objectives
- Anonymous group presentation of TAIS® results and team analysis
- Create execution plan broken down by department with key strategic initiatives, actions and owners

Every 90 days or less:

- Review strategic Initiatives, progress, actions and assumptions based on actual execution feedback and learnings
- Revise and repeat as needed

Once completed you will have a company aligned around:

- Purpose and mission statement
- Business goals
- Strategic objectives
- A task orientated and measurable execution plans
- Framework for assessing feedback from execution plan
- Team development needs

*“The smartest thing we’ve done in the past five years was to adopt and implement FAST. The results have far exceeded our expectations. We are true believers and our shareholders could not be happier.”*

- Fredric Forsman, Chairman, Target Everyone AB

## Who is TAP?

TAP Growth Group helps businesses develop strategy, build teams, improve execution and grow.

TAP is a team of highly experienced former CEOs and executives that have decades of leadership experience across a broad range of industries around the globe. We have launched products, restructured operations, opened new markets, reduced costs, and overcome many other business challenges.

We know something about the realities of running a business, the pressures faced by leaders, the need to be decisive and fast - and how an outsider can help.

Whether your company is a large established company looking for growth or an emerging business looking for early stage funding, we work with boards, CEOs and leadership teams to help you make it happen.

[www.tapgg.com](http://www.tapgg.com)

# Who Will Help You:



**Matt Harris** is a five-time CEO of public and private companies, in mobile services, technology, networking, automotive, marketing services and healthcare. Matt has led operations in more than 30 countries and acquired or divested businesses in North America, Asia, Africa, and Europe.

Since 2015, Matt has been advising companies across a diverse set of industries on strategy, operations, restructuring, JVs, partnerships, and management restructuring



**Robert Azzi** has 40 years of experience leading network organizations in all aspects of communications technology. In addition to facilitating strategic planning and execution processes for TAP clients, Bob consults with clients on network technologies, deployment, operations and spectrum utilization.

Prior to co-founding TAP, Bob was the Chief Network Officer of Sprint, a wireless and global IP service provider.



**Rick Applegate** has more than 35 years of executive leadership experience. The last 20 years in venture financed technology companies and a software start-up. Prior to co-founding TAP, he was chief revenue officer at Accuris Networks, SVP of global sales for Kineto Wireless, SVP of sales and marketing with RadioFrame Networks, and CEO & Chairman of Entricom. For 15 years prior he held various leadership positions at AT&T Wireless and McCaw Cellular.



**Rietta Stoneman** has over 25 years of experience leading teams in IT, customer operations, business process re-engineering and company integration.

A former CIO and VP of IT for Western Wireless, Concur Technologies and Car Toys. Rietta has also had senior roles in McCaw and AT&T. Rietta now advises companies in their IT and digital transformations, which has included 2 Degrees in New Zealand.



**Rich Begert** has an extensive background of leading technology companies. Prior to TAP, he had been advising start-up businesses in strategic planning, venture financing, go-to-market strategies, financial modeling and projections.

Rich has had CEO roles at Wireless Services Corp and ImageX, managing acquisitions, divestitures, public offering and sale of these companies to Ericsson and Fedex/Kinko. He was also Regional President for AT&T.



**Michael Durden** has a wealth of experience in M&A and corporate development. Michael built and ran Experian's corp dev group, leading many acquisitions and integrations, resulting in today's leading digital marketing and data business.

Michael advises companies on acquisitions, strategic partnerships, operations integration, core strategy and reorganization initiatives. He has also served as a director of public and private companies.



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