

INFORMATION ABOUT THE PROGRAM

‘FRONTRUNNER FOCUS’

Information for potential participants in the
INCOMPANY program Frontrunner Focus

MAY 2023

Incompany

100 | MONTHS
TO CHANGE

ACCELERATE THE TRANSITION WITH FOCUS

Frontrunner Focus is an innovative program for leaders and transition experts who organize focus, support and intelligence with a short, effective intervention to accelerate their transition work.

- An online approach to quickly organize dialogue and co-creation in organizations and chains | like never before
- An effective way to do what all pioneers in transition do: organize support and use collective intelligence
- Guided by the experts in transition and online co-creation

Transition work requires the ability to deal with a multitude of topics and developments and opinions and contributions from many stakeholders. Leaders are asked to organize direction and space for employees and chain partners. The Frontrunner Focus program gives leaders the answer to how to deal with the multitude of ideas and interests and to translate these into direction and space.



WHY WOULD YOU WANT THIS?

The program **Frontrunner Focus** is suitable for leaders and transition experts who:

- ✓ Want to get **transition and the role of leaders on the agenda** in boardrooms
- ✓ Want to realize the opportunities and possibilities of transition **with focus and support**
- ✓ Want to use **collective intelligence** from the organization or the chain to come up with solutions more quickly for the realization of transition goals
- ✓ Are looking for **concrete tools** on how to accelerate the transition, in the short term to achieve successful cooperation in transition tasks
- ✓ Have enough of **inspiration** and are looking for a way to move from inspiration to action



WHAT DOES THE PROGRAM CONTAIN?

The program **Frontrunner focus** includes:

- ✓ **Preparatory session** with 2 - 5 people from the organization with information and co-creation to design Frontrunner Focus Run
- ✓ **Toolkit** to be able to host Frontrunner Focus with a team with tools for organization, preparation, a Run and follow-up action
- ✓ **Run** performing the Frontrunner Focus Run in 2 rounds during 3 working days as part of a meeting or content activity
- ✓ **Close Out** online meeting of 1.5 hours with team and expert to discuss the results and convert them into a concrete next step

Additional benefits:

- ✓ Unlimited access to Movietime (5x) in 2023 with 2 people
- ✓ 2 books 'Climate Workers' with concrete tools and precursor stories
- ✓ Joint visibility in social media as a forerunner in transition
- This program is licensed based on the intended number of people to reach | see slide 10 with information about prices.
- This program can be taken in combination with other programs such as the Experience or Short Track.



WHEN IS FRONTRUNNER FOCUS FOR YOU?



Frontrunner Focus is a program aimed at accelerating transition for leaders and experts with ambition.

This tool can be used in phase 3: Accelerate in Co-creation Sprints. This is most effective when phases 1 and 2 have been completed. That is, if there is energy to accelerate the transition at the critical 1% and if it has the preconditions in order to take action. This tool fuels the organization's ability to take transition to the next level based on collective intelligence. These phases and capacities are explained in the **Theory of Transformation** that is part of the Transform4C method.

Frontrunner focus is often used as part of a meeting or content in relation to transition work. A meeting can be an activation session around a new strategy, for example in combination with the Experiences programme. In content, for example, it can be about the introduction of a new concept.

- More information about **Theory of Transformation**? [Click here](#)
- More information about all **Experiences**? [Click here](#)

IMPRESSION FRONTRUNNER FOCUS RUN

In the program, the Run is designed, prepared, executed and discussed in a close-out during a sprint of at least 4 weeks.

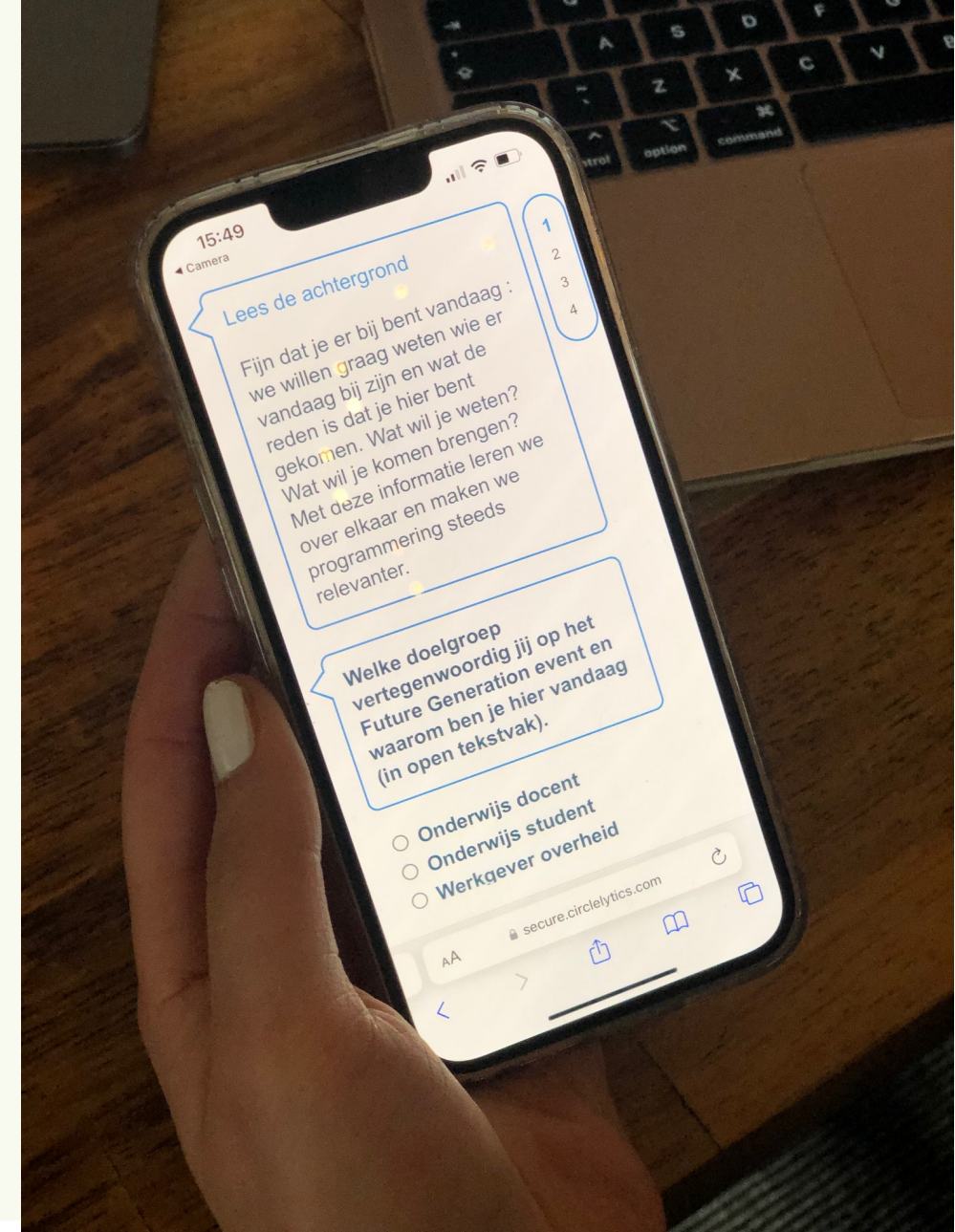
The Run consists of a questionnaire for participants with 3-4 questions about transition work.

The questions are accessible to participants via a QR code or hyperlink and can be accessed via smart phone or computer.

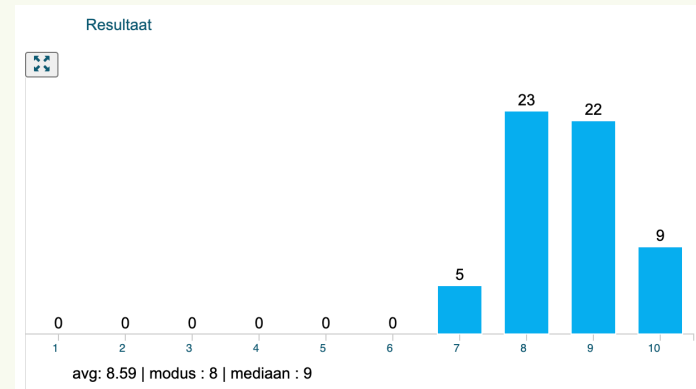
The questions are answered by participants in 2 rounds.

The first round describes three questions focused on the purpose of the Run. The second round gives participants the opportunity to see the answers of all participants and to rate them with a weighting. It is also possible to add comments to the answers.

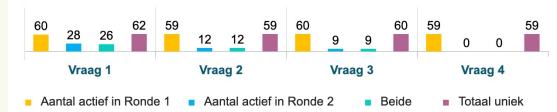
The results of the Run are displayed in a database in Excel and in a private online environment.



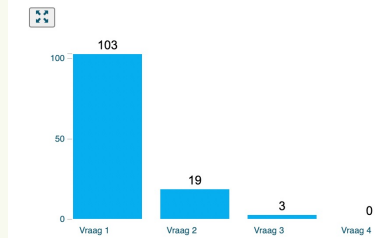
IMPRESSION TOOLS FRONTRUNNER FOCUS RUN – CLOSE OUT



Actief in 1e/2e Ronde

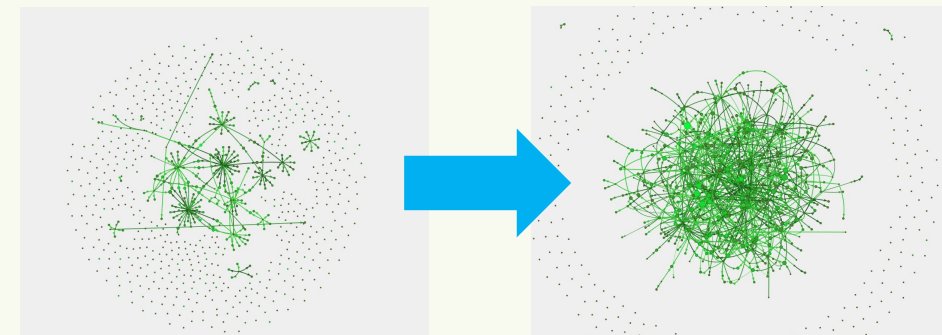


Toelichtingen bij scores in 2e Ronde



Vraag 1: Wat gebeurt er nu al binnen jouw organisatie dat bijdraagt aan het realiseren van de transitie doelen?

Top 5	Top 5	Bottom 5	Bottom 5	NoveltySearch	<input checked="" type="checkbox"/> Negeer woorden uit de vraag
	We hebben een visie/strategie, goede voorbeelden, en hoofdlijnen/aandachtspunten die we moeten tackelen om te versnellen. ❤️	16	1.6	10	73%
	We begeleiden overheids inkopers met Circulair en klimaatneutraal inkopen ❤️	14	2.0	7	73%
	Ontwerp en ontwikkeling van duurzame concepten. Dus veel doen, samenwerken en anderen inspireren ❤️	11	1.6	7	47%
	Er is inzet op klimaatadaptatie, biodiversiteit, circulair, energietransitie. Er wordt veel geïnitieerd en gedaan via programma's. Er wordt gewerkt aan het beslechten van de hobbels. ❤️	10	1.1	9	40%
	Green Office, duurzaamheidsambassadeurs die proberen intern kennis en bewustw te vergroten, opdracht aan elke directeur om met pakket aan maatregelen te komen, brandbrief met Klimaatevent als gevolg. ❤️	10	1.4	7	33%



TIMELINE PROGRAM

Below is a sprint for a period of 5 months. Minimum lead time is 4 weeks, subject to availability of experts.

	Month 1	Month 2	Month 3		Month 4	Month 5
Role Transform4C	Start after registration	Preparatory session with team	Access to toolkit*	RUN linked to content or event	Close Out session with team	Social media
Deliverable	Approved proposal & dates	Sprint plan with design questions	Access to Run via QR code and link based on processing agreement		Reporting in draft and final	Proposal message/post
Role contact	Organize preparatory team	Planning and preparation of implementation of organization	Run and communication Preparing Frontrunner Focus	FRONTRUNNER FOCUS RUN 2 rounds of 10 minutes during 3 days	Reflection with team and expert on results from database	Share photo and content in post (checked with T4C)
Role team	Information and co-creation about goals and process Frontrunner Focus		Communication		Follow up	Strengthen visibility LI

* Additional tools are available on request, such as Experiences or Process Support

WHAT PARTNERS SAY ABOUT FRONTRUNNER FOCUS

The Frontrunner Focus tool was deployed in the Netherlands in 2021 and 2022 among 10.000 professionals.

- *“The 5 Accelerators give my team a clear picture of what the transition task means in practice and what they give direction in their role as leader/professional in the organization.”*
- *“Now I know: There are many great ideas in the organization. How much we already know! As a leader, I was amazed at this potential in my organization. We are harvesting that right now.”*
- *“After the Frontrunner Focus, our MT immediately made decisions about priorities to be set with our customers. Thanks to the data, we now know exactly what is going on with them.”*
- *“It is striking that the need in the organization does not lie in technical solutions or budget, but in soft factors such as support from managers with concrete suggestions on how. I did not expect that.”*

EXAMPLES FROM FRONTRUNNER FOCUS



ABN•AMRO

“As a bank, we have a lot to deal with when it comes to sustainability and climate. All employees and customers have to deal with this in their work.

We talked to 1.000 employees during Experiences and asked about their ideas about how we can accelerate as a bank.

The results were surprising. Assumptions we made about what was needed to accelerate turned out to be wrong. It became very clear where the priority lies according to employees, such as the need to move from knowledge and inspiration to concrete action. Transform4C's approach offers tools for this. Very concrete actions were also identified that needed to be focused, such as certain products. It was also indicated that attention was needed for transition at critical moments in the process, such as regular meetings in MT. This made it clear what the organization can do in managing and organizing transition.

This program gave participants insight into what they themselves could do to contribute to the transition. And it gave them energy to learn about other people's ideas. With this input, we can make a strong plan for the roll-out of the climate plan that is currently in place”.



EXAMPLES FROM FRONTRUNNER FOCUS



"Transition challenges are the order of the day in construction: climate, raw materials, biodiversity. We need to adapt very quickly. In collaboration with Transform4C, we accelerated the transition on these topics (phase 1) and put the preconditions in order (phase 2).

What helped enormously was the Experience in which we also used Frontrunner Focus to move from energy and inspiration to fast action. We did this during a co-creation session about the new vision with 50 leaders and ambassadors from the organization.

There is such a high level of involvement and this allowed us to quickly map out the sentiment and potential surrounding the topics. We are now following that up in several sprints with strength teams. We are now making rapid progress on 2 topics with focus and we are also experiencing many unexpected quick wins".



EXAMPLES FROM FRONTRUNNER FOCUS



Ministerie van Justitie en Veiligheid

“As a Ministry, we presented a brand new sustainability strategy during the lockdown. An important milestone in which we were able to explain, among other things, the introduction of the CO2 performance ladder. And there are other things that are obligatory for us.

Many people in the organization participate in this. Because we wanted to know the level of support for this strategy and wanted to know who would like to help build the follow-up, we deployed the Frontrunner Focus.

About 200 people participated in the webinar and we got a clear picture from 70% of how they experienced it and received clear input for the follow-up. We still feel that support today”.



EXAMPLES FROM FRONTRUNNER FOCUS



“As a major player in aviation, we have an important role to play in climate change. A new sustainability strategy had been presented and there is a lot of energy on it. Especially in young people.

Jong KLM has taken the initiative to introduce Frontrunner Focus in a generational dialogue between the Top 50 leaders and 50 young people. The data provided tools to organize concrete focus with these leaders in the follow-up of the implementation.

There were astonishing results for the role of leaders in the way they work with young people. Young people realized that they can make more of an impact than they currently think.

The results have been made part of the implementation of the new strategy”.



PRACTICAL INFORMATION

The program **Frontrunner Focus** includes:

- Intake of 30 minutes with the elaboration of a sprint setup
- Preparatory session with 2-5 people online with information and co-creation
- Toolkit Frontrunner Focus Run based on license 100 persons for run with 2 rounds
- Close out session of 1.5 hours with 2-5 people online and close out report
- Extra benefits, such as access to Movietime 5 times a year in 2023

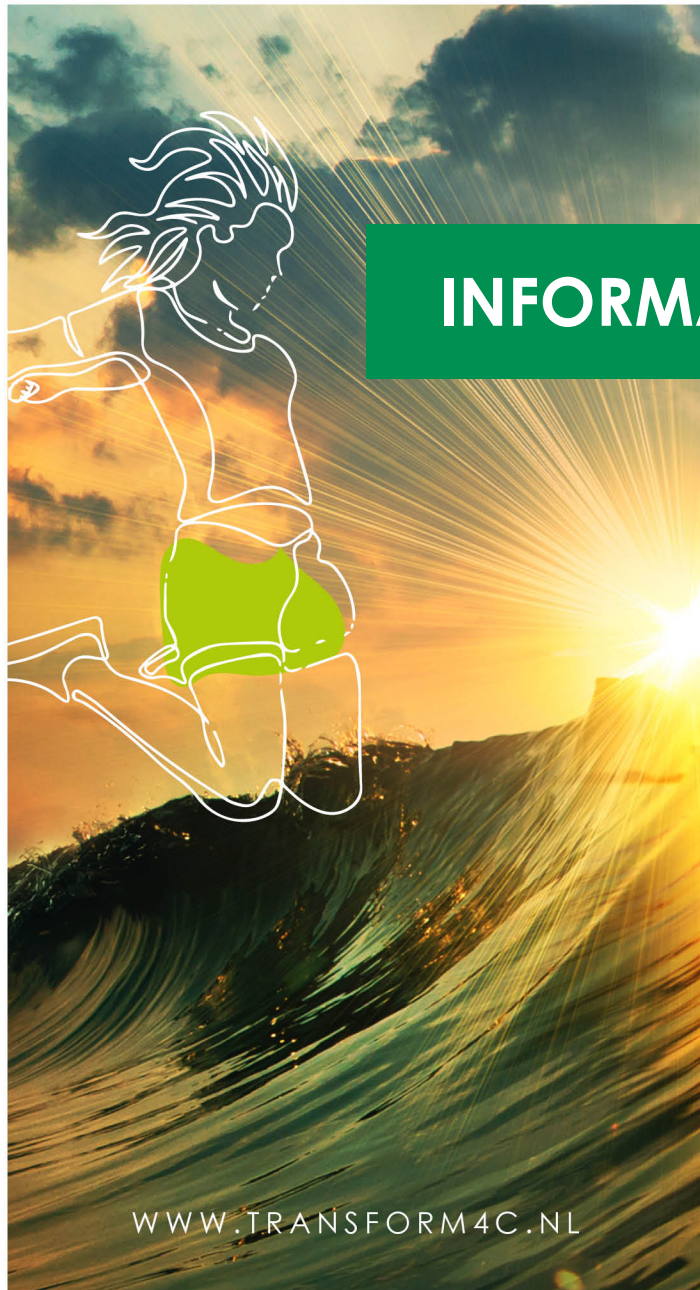
The costs for this package are (from) € 6.200 excluding VAT and options

See the price structure of 100 -2000 persons (2000+ on request] in the table:

Possibility of combination with /more options: e.g. an **Experience**.

After an initial program, an Incompany variant is possible in consultation (DIY)

Persons	Price excl. VAT (€)
< 200	6700
< 500	7200
> 500-1000	7800
> 1000-2000	8500



INFORMATION

TRANSFORM **4C**

100 | MONTHS
TO CHANGE

About Transform4C

- Website: www.transform4c.com

About the Frontrunner Focus program and Experience

Program Frontrunner Focus: [link](#) [2nd part of Transition Accelerators]

Program [Experience](#): often used in combination with Frontrunner focus

Trailer : <https://vimeo.com/641194591>

Responses from leaders: <https://vimeo.com/531455572>

Première review : <https://vimeo.com/647342738/b5f80cc51c>

About the book Klimaatwerkers (Climate Workers)

Book <https://bit.ly/3nnFsmY>

Clip <https://www.youtube.com/watch?v=HgSlkj5DmUQ&t=5s>

About the platform 100 MTC

- What is 100MTC : <https://www.youtube.com/watch?v=nbYt3xLgyTE>
- Results 85MTC : <https://www.youtube.com/watch?v=DVX07YeKcw8&t=3s>
- Website: <https://www.100monthstochange.nl>
- LinkedIn page: <https://bit.ly/3BOeJXB>
- Youtube : <https://www.youtube.com/@100monthstochange5/videos>

WWW.TRANSFORM4C.NL

A dramatic ocean wave is crashing, with the sun low on the horizon behind it, creating a powerful lens flare effect. The sky is filled with dark, textured clouds, and the water is a deep, dark blue-green. The overall mood is energetic and inspiring.

LET'S GO FASTER!

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