



VerumConsulting

Sound business strategies for the road ahead.™

The V.E.R.U.M. Process

Discovering Truth helps create Alignment for your Project Initiative

Companies spend a great deal of time talking about accountability, commitment, and team performance but they often neglect to validate whether it actually exists across their project or leadership team before they embark on a particular corporate initiative. At Verum Consulting, we know it can be different...and we can help make it so. Whether your aim is to produce a robust and achievable strategic plan, a successful outsourcing partnership, a workplace initiative, or simply to create a higher performing, self-aware team, Verum Consulting can help get your team aligned for success.

The process we use is called **V.E.R.U.M.**

V.E.R.U.M. uses creative, powerful tools and techniques that improve communication, stimulate discussion, achieve true accountability, and allow for real change.

V = Validate assumptions — We perform an in-depth assessment of your business environment. This discovery reveals biases inherent in the organization, provides insight to challenges and constraints and provides a starting point to begin implementing change.

E = Eliminate obstacles — We label the issues that will derail you from achieving your desired outcome. These are critical discussions and get to the heart of what will make or break the organization's initiative – its cultural capacity for change.

R = Re-cast expectations — We revise earlier strategies. This step is designed to elicit deep personal commitments, mutual support, and true accountability from your team.

U = Unveil the new strategy — With everyone on the team committed to the new vision and realistic expectations, we design tactical action plans built on what we have developed—a solid foundation for success.

M = Manage the implementation — It is crucial to act quickly when implementing the new strategy because time can erode the opportunity. We help you stay focused so that your hard work pays off.

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V.E.R.U.M. helps highlight truths about your business that were historically ignored, trivialized, or even vehemently denied in the process. We address and resolve each of these issues early in the project initiation. The result is a motivated team, committed to the goals, holding each other accountable and executing a clear, achievable, and realistic plan.

V.E.R.U.M. is a facilitated session that helps the project team gain a deeper understanding of the project and address any organizational and operational challenges and constraints. This helps create the ideal environment to gaining team alignment and mutual accountability before embarking on your project.



Without undertaking a truth-seeking process like **V.E.R.U.M.**, goal planning and strategy discussions can become misaligned with the corporation’s goals. Over time, this will become an impediment to the success of the project.

Before the V.E.R.U.M. Session

We first work with the client to select the individuals who will form the project team and participate in **V.E.R.U.M.** The meeting date is set. We set up a series of interviews and seek to understand each member’s understanding of:

- The company’s overall vision and goals
- The company’s business strategy and outlook
- Their specific role in the project or team initiative
- Their perception of the initiative’s impact on the company’s goals

Responses are tabulated, summarized, and made generic in order to preserve each individual’s anonymity in the process.

The V.E.R.U.M. facilitated session

At the meeting, we use several engagement and facilitation techniques to help achieve team alignment and address gaps and challenges that may get in the way of success. One important tool we use are Discovery Cards (example shown below). These cards contextualize the discussion around the team’s top three “problem” areas.



Studies show that the use of humor and pictures in complex problem-solving discussions helps create better outcomes. The Discovery Cards help identify the problems, challenges and constraints that might derail the project.

Once identified, the team uses a second set of cards to arrive at solutions for the problem areas and together creates a plan to address, label, and resolve them. These cards are “solution” cards. During this step in the process, each individual on the team promotes their proposed solution to each problem and identifies the company resources, team member commitments and other requirements they feel are necessary for success.

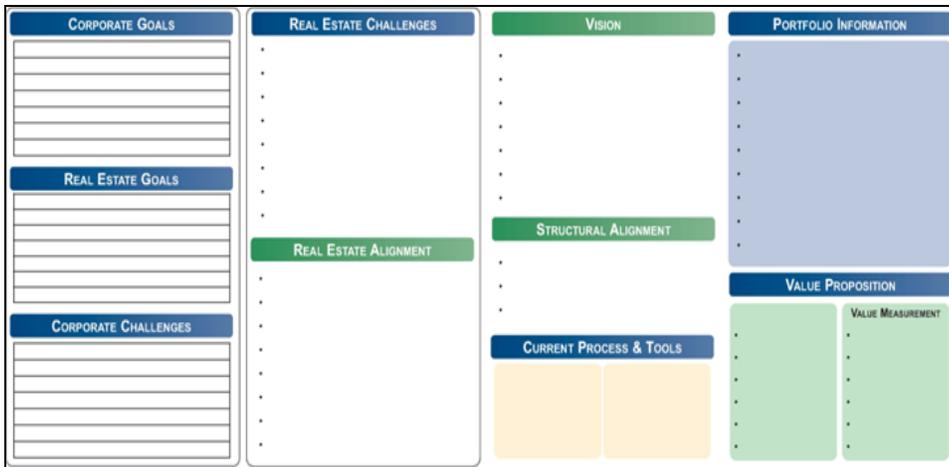
The individual solutions roll up into a team solution that is jointly outlined, explicitly committed to, and appropriately resourced.

With the problems and challenges identified and a plan in place to resolve them, we can now discuss the actual project and create the plan. We continue to facilitate robust discussion about the project with a technique called CORE questioning which helps us arrive at a plan that engages everyone and is consensus based.

The project is now based on a solid foundation of **truth**. It’s no coincidence that Verum, in our company name, is the Latin word for Truth.

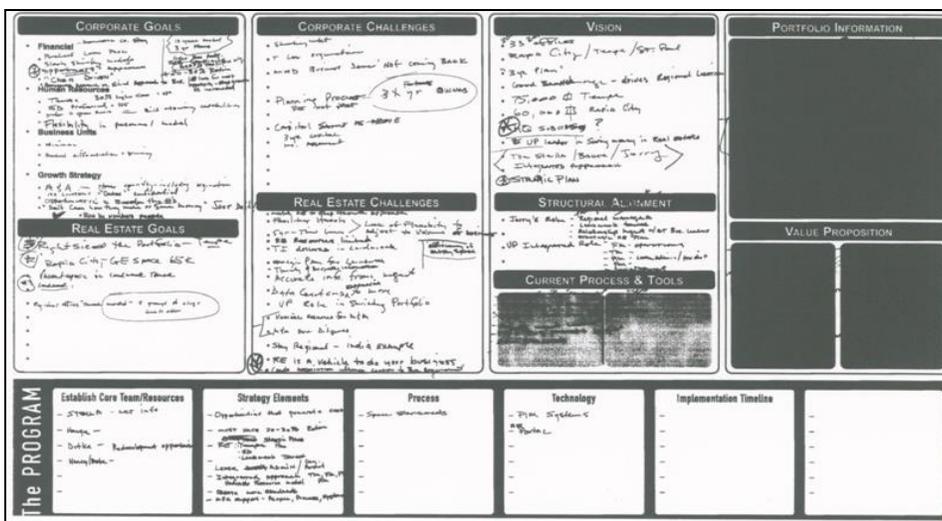
We close the discovery meeting by validating the preliminary notes from the discussion. And schedule a follow-up meeting (usually two to three weeks after the **V.E.R.U.M.** session). In the follow-up meeting, we present the plan which the client can use as a roadmap to success.

The following screenshots are actual work product from a client’s **V.E.R.U.M.** session.

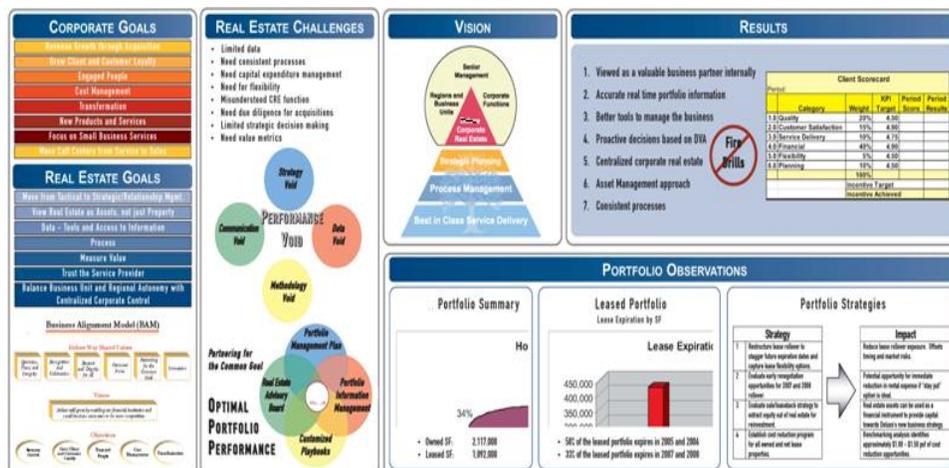


This V.E.R.U.M. process started with a blank banner categorizing the client's goals and their challenges.

The Discovery session was robust, open, and engaging. ALL ideas were noted and documented.



The output from the Discovery session served as a roadmap for the initiative.



Summary

Many business initiatives fail because the leadership neglects to address certain team dynamics and cultural biases and they remain unresolved. These truths are the “elephants in the room”, and they will always get in the way of success.

Whether your “elephant” is a deficiency in internal resources, unrealistic expectations, lack of accountability and commitment, or other operational issues, Verum Consulting can help. Our team is expert in helping you discover these truths. Once we do this, we work with your team to acknowledge them, label them, address them — and resolve them. This enables your team to achieve peak performance no matter what services Verum Consulting is engaged to provide.