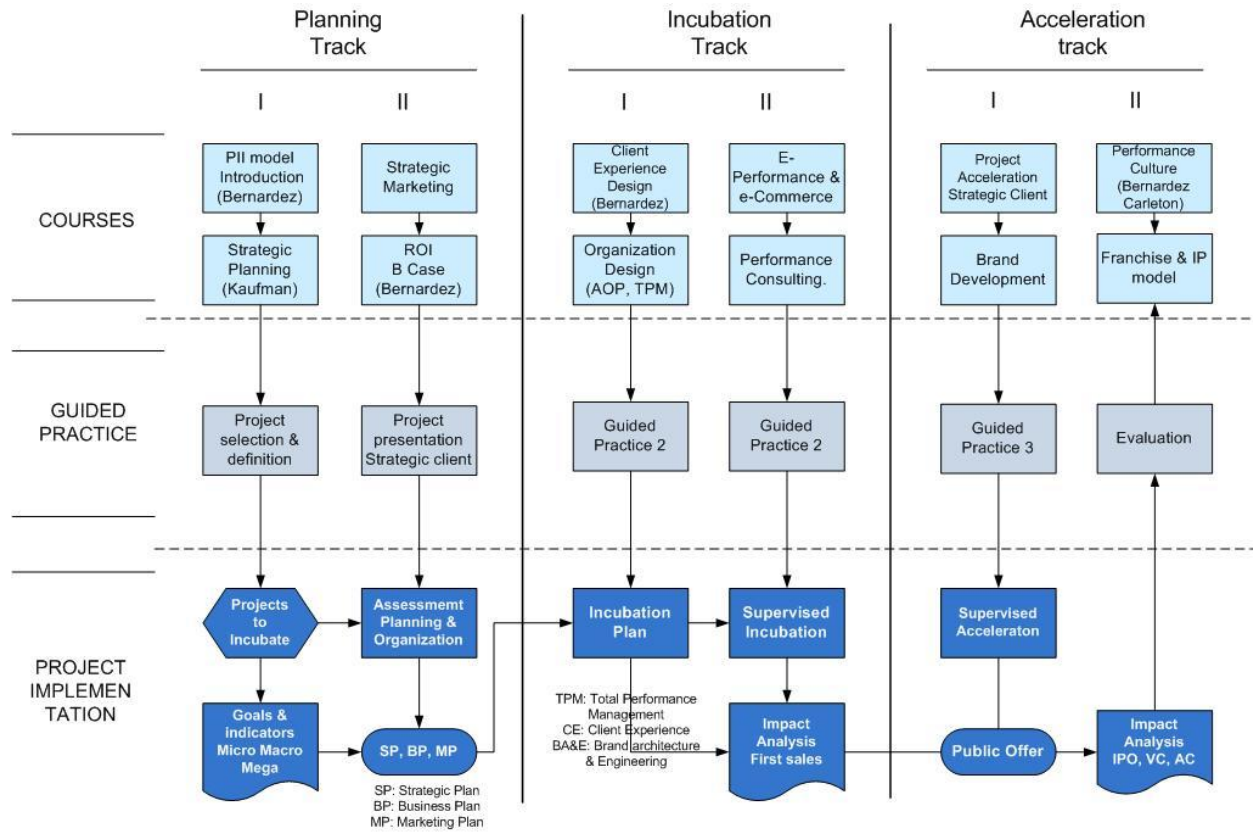


Performance Improvement Institute program

PII PROGRAM



PII COURSES

PLANNING TRACK

Course	Description	Content	Deliverables	Duration	Delivery
New organizations and projects development (PII model)	Participants review and walkthrough the three phases of PII methodology for developing new business and value adding projects Selecting PI projects	<input type="checkbox"/> PII method <input type="checkbox"/> Planning phase <input type="checkbox"/> Incubation phase <input type="checkbox"/> Acceleration phase <input type="checkbox"/> Project evaluation	<input type="checkbox"/> Project definition <input type="checkbox"/> Preliminary project evaluation	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
Strategic Planning	Define a strategic plan for the new organization / project	<input type="checkbox"/> OEM model <input type="checkbox"/> Megapanning <input type="checkbox"/> Vision <input type="checkbox"/> Mission	<input type="checkbox"/> Vision <input type="checkbox"/> Mission <input type="checkbox"/> Strategic Indicators	3 months	Online, asynchronous (Blackboard) Synchronous Webinars

Performance Improvement Institute program

		<input type="checkbox"/> KSI			(Adobe Connect)
Market development Plan	Define a market development plan for the new organization, project	<input type="checkbox"/> Marketing elements, levels <input type="checkbox"/> Market & strategic client definition <input type="checkbox"/> Market analysis <input type="checkbox"/> Competitive analysis <input type="checkbox"/> Customer value proposition <input type="checkbox"/> Value chain positioning <input type="checkbox"/> Product mix, four “p’s”	<input type="checkbox"/> Marketing plan <input type="checkbox"/> Product & services mix <input type="checkbox"/> Value chain analysis and positioning <input type="checkbox"/> Customer value proposition <input type="checkbox"/> Market analysis <input type="checkbox"/> Pricing	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
Business Plan, ROI & Business Case	Define a business plan, revenue model and develop double bottom line business case for the new organization / project and each product	<input type="checkbox"/> Business plan framework and components <input type="checkbox"/> Revenue model <input type="checkbox"/> Double bottom line business case <input type="checkbox"/> ROI – conventional & social	<input type="checkbox"/> Business plan <input type="checkbox"/> Business case <input type="checkbox"/> ROI for organization <input type="checkbox"/> ROI for customers, investors	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)

Each project will be supervised and supported by the PII Faculty through online activities in the consulting track.

Performance Improvement Institute program

INCUBATION TRACK

Course	Description	Content	Deliverables	Duration	Delivery
Client experience design, engineering & management	Participants design and engineer a compelling client experience	<input type="checkbox"/> Client experience attributes and steps <input type="checkbox"/> Client experience valuation <input type="checkbox"/> Client experience engineering	<input type="checkbox"/> Client experience high level design <input type="checkbox"/> Client experience detailed design <input type="checkbox"/> Client experience management model (TPM)	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
Value chain, Organization & process design and management	Participants design and organize a value chain, organization and core processes using AOP	<input type="checkbox"/> Ecosystem design <input type="checkbox"/> Value chain design <input type="checkbox"/> Organization design (AOP) <input type="checkbox"/> Core processes design <input type="checkbox"/> Total Performance Management system (TPM)	<input type="checkbox"/> Ecosystem design <input type="checkbox"/> Value chain design <input type="checkbox"/> Organization design – high level (SAOP) <input type="checkbox"/> Organization design – detailed <input type="checkbox"/> TPM system	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
e-Performance and e-commerce	Design an e-performance system to support the new project / organization Select and test technologies Design an e-commerce system Select and test technologies	<input type="checkbox"/> E-Performance systems, platforms and technologies <input type="checkbox"/> Technology mapping and selection <input type="checkbox"/> Usability <input type="checkbox"/> LMS, CS, CMS <input type="checkbox"/> E-Performance and ecommerce prototyping	<input type="checkbox"/> e-Performance system <input type="checkbox"/> Technology map <input type="checkbox"/>	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
Performance consulting	Develop and implement a performance consulting intervention in a new or existing organization, client	<input type="checkbox"/> Performance consulting process <input type="checkbox"/> Needs Assessment <input type="checkbox"/> Need Analysis <input type="checkbox"/> Cause Analysis <input type="checkbox"/> Performance Interventions <input type="checkbox"/> Implementation and systemic change <input type="checkbox"/> Follow up and	<input type="checkbox"/> Performance improvement project (social, organizational and individual levels) <input type="checkbox"/> Performance improvement plan & implementation	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)

Performance Improvement Institute program

		evaluation	<input type="checkbox"/> PI project evaluation and ROI		
--	--	------------	--	--	--

Each project will be supervised and supported by the PII Faculty through online activities in the consulting track

Performance Improvement Institute program

ACCELERATION TRACK

Course	Description	Content	Deliverables	Duration	Delivery
Project & new business acceleration	Participants develop an acceleration plan to place their project or organization into a target market and in a business ecosystem	<input type="checkbox"/> Acceleration process, methods <input type="checkbox"/> Ecosystem design and engineering <input type="checkbox"/> Strategic clients selection and development	<input type="checkbox"/> Ecosystem design <input type="checkbox"/> Strategic client value proposition & pitch	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
Brand development	Design a brand architecture and engineering	<input type="checkbox"/> Brand concepts <input type="checkbox"/> Branding process <input type="checkbox"/> Brand architecture <input type="checkbox"/> Brand engineering	<input type="checkbox"/> Brand design <input type="checkbox"/> Brand engineering	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
Strategic customer and market development	Develop a strategic market, finding and engaging a strategic client	<input type="checkbox"/> Strategic market <input type="checkbox"/> Strategic customer <input type="checkbox"/> Value proposition	<input type="checkbox"/> Strategic client interview & pitch <input type="checkbox"/> First sales & follow up	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)
Franchise and intellectual capital development	Design a growth and distribution strategy and system Detect and develop intellectual capital (technological and cultural) and protect intellectual property	<input type="checkbox"/> Intellectual capital assessment and development <input type="checkbox"/> Intellectual property valuation and models <input type="checkbox"/> Growth strategies and models <input type="checkbox"/> Franchising	<input type="checkbox"/> Intellectual capital valuation <input type="checkbox"/> Intellectual property development plan <input type="checkbox"/> Franchise model <input type="checkbox"/> Franchise system	3 months	Online, asynchronous (Blackboard) Synchronous Webinars (Adobe Connect)

Each project will be supervised and supported by the PII Faculty through online activities in the consulting track.

www.piionline.org