



Put the PRIMIR/NPES Executive Synopsis Materials to work in your organization

The goal: Enhance the industry knowledge-base in your organization

How:

1. Assure that key managers and executives in the organization are aware of new industry information and findings.
2. Assess what the findings of a particular study mean to your organization.
3. Explore threats and opportunities to your organization.

Action Items:

IF THE TOPIC IS CRITICAL TO YOUR PRINCIPAL BUSINESS

1. Contact NPES to secure a free copy of the full published report.
2. Call a meeting of your key managers and executives (in person or webinar type).
3. Provide copies of the Executive Synopsis to managers for their review prior to the work session. *Additional copies are available upon request to NPES.*
4. Request the electronic file of the PowerPoint provided with this synopsis, and use it to present a brief overview of the findings. *(Be sure to review the notes that accompany some of the slides in 'notes' view.)*

Contact Aaron Allenza at (703) 264-7200 (aallenza@npes.org) for a copy of the full published report, additional copies of the Executive Synopsis or the PowerPoint slide file.

5. Open the meeting for discussion (see reverse).

IF THE TOPIC IS NOT CRITICAL TO YOUR PRINCIPAL BUSINESS

1. Route the Executive Synopsis to key managers and executives in your organization to enhance their knowledge of industry trends.

OR

2. Order extra copies of the Executive Synopsis from NPES to circulate to key managers and executives.

Leader's Discussion Guide

After you give the PowerPoint presentation, have a 1 hour discussion with key managers with a specific focus on your company's strategic or long-term planning. If the session has enough participants, have them break down into groups to discuss the questions below and then have each table report their findings. A scribe should put all answers on a flipchart. Once all tables have reported, have open discussion to prioritize and/or determine which items listed require follow-up or action by managers (and make assignments with a deadline).

Ask:

What five things can we take away from this study that is pertinent to our organization and our products or services?

- 1.
- 2.
- 3.
- 4.
- 5.

**Based on the findings, what are the key threats to our organization?
Which product or service areas are impacted? How?**

**What are the key opportunities for our organization?
Which product or service areas are impacted? How?**

Brainstorm appropriate action items.

Make assignments and deadlines for follow-through by key managers.

Following the session prepare a recap
and circulate it to all participants
with assignments and action items clearly delineated.