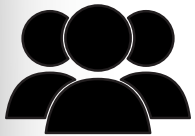


PHASE 1: TRANSFORM

STEP
01

BONDING



Team Profile &
Sense of Loyalty

STEP
02

AGREEMENTS

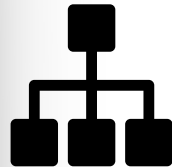


Interaction &
Accountability
Rules

PHASE 2: ORGANIZE

STEP
03

STRUCTURE



Org Chart for
"Ownership" &
Boundaries

STEP
04

EXPECTATIONS



Clear Role &
Outcome
Expectations

PHASE 3: MOBILIZE

STEP
05

VALUE



Unique
Deliverable

STEP
06

GOALS



Direction,
Momentum &
Achievement

PHASE 4: OPTIMIZE

STEP
07

SYSTEMS



Efficiency,
Productivity &
Profitability

STEP
08

IMPROVEMENT



Continuous
Improvement
Process

Truby Management System

A proven system leaders use to build high-performing teams AND grow a profitable business.