

EXECUTIVE ROUNDTABLE

Hosted by: **The Commercial Excellence Consortium™**

ACCELERATING TRANSFORMATION

From managing change to leading rapid adaptation.

"Change Management" is the tip of the iceberg

- Stakeholder mgmt
- Communications
- Incentives & KPIs
- Training Programs
- Software Rollouts
- ADKAR™ Model

**Change
Management**

Shallow

Deep

LIGHTNINGTM POLL (enter **Yes or **No** into the chat)**

Have you heard of ADKARTM ?

ADKAR™ Model – Developed by Jeff Hiatt in 1996

What must be true for a person to change?

A

Awareness

D

Desire

K

Knowledge

A

Ability

R

Reinforcement

What challenges does this still leave us with?

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Shallow



✓ **Get People Moving**

Deep



Outcome #1 – Get People Moving

How can we go **from push to pull**?

**Resistance /
Stalling**

Compliance

**Pockets of
Commitment**

**Everyone
“All-In”**

1

2

3

4

5

6

7

8

9

10

On a scale from 1 to 10, where would you say you are at?

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- ✓ Get People Moving
- ✓ Build In-House Capability

Deep

Outcome #2 – Build New Capabilities

How can we **strengthen** our organization and people?

Train & Hope

**Renting
Expertise**

**Rapidly
Assimilate**

**Innovate New
Approaches**

1

2

3

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7

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- ✓ Get People Moving
- ✓ Build In-House Capability
- ✓ Generate Topline Growth

Deep



Outcome #3 – Realized Growth Potential

How can we convert our **efforts into new business?**

**Chronically
Underperform**

**Updating
Guidance**

**Consistently
Overachieve**

Hypergrowth

1

2

3

4

5

6

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WIN AT WORK

AIRAS™ Model – Co-Designed by ComEx Consortium in 2025-26

How can we build **intrinsic motivation, in-house capabilities** and **adaptive capacity** to drive transformational growth?

A

Align

I

Inspire

R

Reflect

A

Apply

S

Scale

Schedule a Private Briefing to discuss the Fellowship™

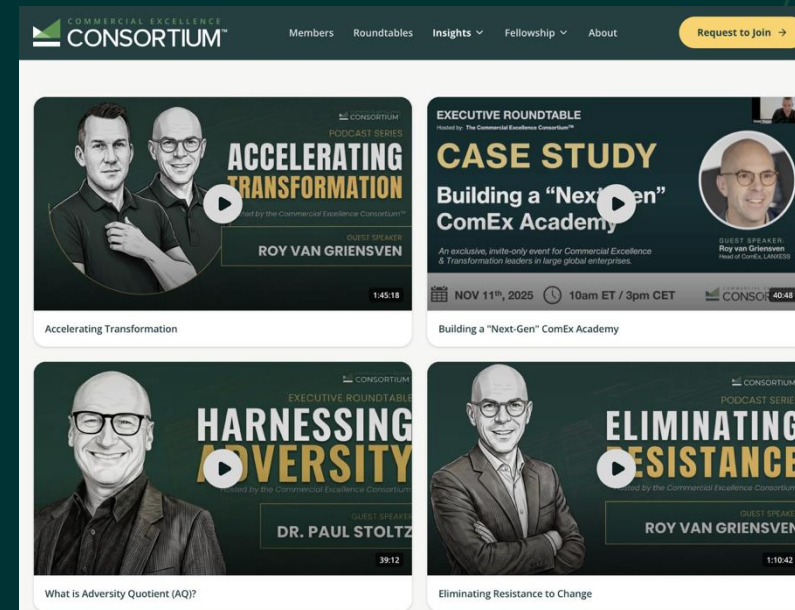
The screenshot shows a Calendly booking interface for Jesse Hopps. On the left, there's a profile section with a back arrow, the Commercial Excellence Consortium logo, a profile picture, the name 'Jesse Hopps', the title '1:1 with Jesse', a 30-minute duration, a note about web conferencing details, and a list of topics: Mutual Introductions, Executive Roundtables, Consultant Incubator Program, Commercial Excellence Podcast, and Executive Briefings. At the bottom of this section are links for 'Cookie settings' and 'Privacy Policy'. The right section is titled 'Select a Date & Time' and features a calendar for August 2026. The calendar shows days from Sunday to Saturday, with dates 1 through 31. The 27th and 28th are highlighted in blue. Below the calendar, the 'Time zone' is set to 'Bogota, Jamaica, Lima Time (07:23)' with a dropdown arrow.

- Go a level deeper
- **Invitation-only**, investment required
- 20 top enterprises currently invited
- Executive Council membership
- Work with us and Dr. Paul Stoltz

<https://calendly.com/jesse-hopps>

Learn more about AIRAS™ and the full TransformationOS™

Watch the Masterclass video series:



<https://commercialexcellenceconsortium.com/masterclass>