

# SENSE & RESPOND

## Masters Certification Program



### Overview

The S&R Masters Certification Program is a customized action-learning course conducted by Stephan H. Haeckel, President of Adaptive Business Designs and creator of the Sense and Respond model for designing and leading adaptive organizations. The 30 hour program is divided into two phases: 15 hours of in depth personal tutorial and exercises exploring the concepts, principles and prescriptions of S&R; and 15 hours of directed project work to produce an initial adaptive design for an organization with which the attendee(s) is (are) personally familiar. The entire course will be completed within a one month period, unless other arrangements are agreed in advance.

### Certification

Upon successful completion of the Program, attendees will receive a Certificate of Completion of the Sense & Respond Master Class from the IBM Advanced Business Institute, and certification as a Master of Sense & Respond from Adaptive Business Designs.™

### Learning Objectives

Certified graduates of this Program will be able to:

- Evaluate the applicability of the S&R model to an organization
- Apply S&R principles and prescriptions to develop a Reason for Being, Governing Principles, and Role and Accountability Design.
- Identify tools, technologies and techniques that are appropriate to a given implementation.
- Provide executive audiences with an accurate and meaningful explanation of S&R and its potential risks and benefits.

- Use S&R as a framework for evaluating the structure and performance of organizations.
- Lead a S&R organizational change project.

### Eligibility

This program is for individuals already conversant with the basic concepts and principles of Sense & Respond – either because they have attended an introductory class, or because they have implemented a Sense & Respond project with coaching by a qualified S&R subject matter expert.

### Content

- Pre-readings on the theory and concepts that underlie the S&R Model
- Assessing the need for adaptability
- S&R Core competences
- Managing by Wire designs
- Principles of adaptive business design
- Constituent analysis, Context Development
- Commitment Management rigor, authenticity and trust
- Metrics
- Perennial managerial issues resolved by S&R
- Project: Developing a Phase 1 Adaptive Design for a specific organization

### Fees and Expenses

- Tuition: \$5,000
- Materials, Books, Articles: less than \$100
- Travel and living expenses are the responsibility of attendees



**ADAPTIVE BUSINESS DESIGNS™**

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