Project Symphony Executive Alignment Deck - Presenter's Guide

Target Time: 22-25 minutes | Target Pages: 6-8 for printing

Quick Setup

Materials & Preparation

- **PowerPoint deck**: `Project Symphony - Executive Alignment.pptx` (includes detailed presenter notes in each slide)
- **Essential step**: Customize both slides AND presenter notes with your organization's examples
- **Handout materials**: Executive summary, workflow toolkit reference
- **Capture tool**: Whiteboard/flipchart for commitments and next steps

Core Objectives

- Establish orchestra metaphor for organizational coordination
- Shift from departmental silos to system-wide thinking
- Introduce four-movement organizational framework
- Secure specific next steps with owners and timelines

Purpose of Presentation

As you pull together the meeting, keep in mind the "next steps". Executives often need clarity like; "What decision is being made today vs later?"

The **Executive Decision Context** should be presented as;

This session is designed to:

- Establish shared understanding
- Secure sponsorship to explore orchestration
- Authorize a bounded next step (mapping or pilot)

This session is NOT designed to:

- Approve reorganization
- Commit to tooling changes
- Replace existing methodologies

Essential Customization (Complete BEFORE Presenting)

Why This Matters: Generic presentations fail with executives. They need to see their organization, their challenges, their terminology. The orchestra metaphor works because it makes abstract coordination concrete - but only if mapped to their reality.

Must-Do Adaptations

Replace Generic Examples

- ☐ Map your actual departments to orchestra sections (Sales→1st Movement, Engineering→2nd, etc.)
- ☐ Prepare 2-3 real coordination problems from your organization
- ☐ Identify existing methodology usage (Agile teams, DevOps practices, Lean initiatives)

Adjust Metaphor Intensity

- ☐ Conservative culture: Use "coordination" more than "orchestration"
- ☐ Tech-friendly culture: Emphasize methodology integration over musical metaphors
- ☐ Traditional culture: Focus on business outcomes, minimize musical terminology

Gather Proof Points

- ☐ Project delays caused by handoff issues
- ☐ Duplicate work across departments
- ☐ Current transformation initiative challenges
- ☐ Metrics showing coordination costs (if available)

Connect to Current Initiatives

- ☐ Reference existing Agile/DevOps/Lean implementations
- ☐ Link to current strategic initiatives or digital transformation efforts
- ☐ Build on leadership's known organizational frustrations

Slide Overview & Key Messages

Note: Each slide has detailed presenter notes. Use this as your strategic overview, not a script.

Slides 1-2: Foundation (4 minutes)

Purpose: Establish analogy and create urgency around coordination

- **Slide 1**: Title + opening impact statement
- **Slide 2**: Orchestra analogy setup - chaos vs. harmony comparison
- **Critical moment**: Get executives to recognize their organization's "chaos"

Slide 3: System Thinking (3-4 minutes)

Purpose: Challenge current leadership behavior - the behavior change slide

- **Focus**: Conductor must see whole orchestra, not individual musicians
- **Interactive element**: Ask which local optimization patterns they recognize
- **Watch for**: Defensive responses about current leadership approach

Slides 4-6: Framework Introduction (3 minutes)

Purpose: Present organizational structure without overwhelming detail

- **Slide 4**: Four movements overview (keep high-level)
- **Slide 5**: Work center definition (ensure understanding before proceeding)
- **Slide 6**: Model as "score" for coordination

Slides 7-11: Four Movements (6-7 minutes)

Purpose: Walk through workflow structure efficiently

- **Pacing**: 60-90 seconds per movement maximum
- **Focus**: How movements connect, not individual movement details
- **Key insight**: Each movement serves the whole, not competing priorities

Slide 12: Methodology Integration (2-3 minutes)

Purpose: Address "we already do Agile/DevOps" concern proactively

- **Message**: Project Symphony conducts existing tools, doesn't replace them
- **Analogy**: "Wouldn't use saxophone in string quartet" (appropriateness)

Critical Delivery Points

Opening (Slides 1-2)

Energy management: Start strong with vivid chaos imagery, then contrast with harmony **Personalization**: "This probably sounds familiar..." - make it about their experience **Visual focus**: Use workflow diagrams showing current vs. future state if available

System Thinking (Slide 3)

Diplomatic but direct: Address leadership behavior without blame **Interactive**: "Which patterns do you recognize?" - get engagement early **Key insight**: "Conductor leaving podium to play violin" - this lands with executives

Four Movements (Slides 7-11)

Flow over detail: Emphasize connection between movements **Avoid**: Getting stuck in individual movement definitions **Interactive**: "Which movement has your biggest coordination challenges?"

Closing (Slide 12 + wrap-up)

Action orientation: End with specific next steps, not abstract concepts **Commitment seeking**: "What would you like to start with?"

Metaphor Management Throughout

If metaphor resonates: Lean into musical terminology, use conductor gestures **If resistance detected**: Shift to "coordination" language, focus on business outcomes **Universal**: Always return to concrete organizational examples when concepts get abstract

Common Executive Responses & Quick Answers

"We already use Agile/DevOps" → "Great! Project Symphony conducts those tools more effectively, doesn't replace them."

"Sounds like reorganization" → "Actually the opposite - we coordinate existing structure and processes."

"How long does this take?" → "If we're committed to putting in the effort, mapping out your organizational musical score shouldn't take long to begin. Most leadership teams can start seeing their workflow patterns within 2-3 weeks and have a solid coordination plan within 6-8 weeks. There is a book and field guide which provides the resources to help you create your own timeline based on your priorities and capacity." *(Adjust timeframe based on your comfort level and organizational context)*

"What resources are needed?" → "Mainly time commitment from leadership and key representatives."

"How do we measure success?" → "Four-movement progress milestones, plus flow efficiency across the system vs. just departmental metrics."

Why This Approach Works

Makes Abstract Concrete: Orchestra metaphor transforms complex coordination into relatable concepts **Builds on Existing Knowledge**: Uses familiar methodologies rather than introducing new ones **Provides Clear Framework**: Four movements give executives a mental model for organizational flow **Focuses on Evolution**: Presents as coordination improvement, not wholesale change

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Success Indicators & Next Steps

Watch For (Positive Signals)

- **Metaphor adoption**: Using orchestra terminology in follow-up discussion
- **System questions**: Asking about cross-functional coordination vs. departmental performance
- **Engagement**: Active discussion about their specific coordination challenges
- **Commitment language**: "When could we start?" vs. "We'll think about it"

Immediate Actions to Propose

1. **Work center mapping session** (90-120 minutes with leadership team)
2. **Workflow analysis** using Orchestration Toolkit
3. **Pilot identification** (3-5 high-impact work centers)
4. **Follow-up timeline** (specific dates, not "soon")

Materials to Leave Behind

- **Executive summary**: One-page four movements overview
- **Workflow Orchestration Toolkit**: Templates for work center identification
- **Project Symphony book reference**: Field Guide (Chapter 6) for comprehensive implementation methodology

Final Reminders

Before You Present

- **Test your examples**: Ensure organization-specific references are accurate
- **Check metaphor comfort**: Be prepared to dial back musical terminology if needed
- **Plan interaction**: Know which executives to engage with questions
- **Prepare visuals**: Simple org chart mapped to orchestra sections, current state workflow if available
- Remem

During Presentation

- **Watch the room**: Engagement signals vs. confusion or resistance
- **Capture input**: Note specific challenges mentioned for follow-up
- **Stay on time**: 22-25 minutes total - this isn't a training session
- **Interactive moments**: Ask for specific examples from their organization
- **Confirm understanding**: "Does this resonate?" after key concepts

After Presentation

- **Remember the purpose of the presentation**: Explain what decision is being made today vs later (see above).
- **Executive Sponsor**: This work requires a named executive sponsor, alignment without ownership will stall.
- **Follow up within 24 hours**: Send materials and schedule next steps
- **Individual conversations**: Meet with most engaged executives separately
- **Begin work center analysis**: Start implementing while momentum is high

Remember: This is your opening movement. Goal is inspiration + commitment, not comprehensive education. Focus on coordination over reorganization, evolution over revolution.

Integration Note: This deck connects to:

- **Workflow Orchestration Toolkit** (practical implementation found within the website resources)
- **Project Symphony Field Guide** (Chapter 6 of the book - comprehensive step-by-step methodology)
- **Complete Project Symphony Book** (foundational theory and extensive implementation guidance)