

Cornerstone Participant Journal – Part 1



Cornerstone

“What got you here, won't get you there”

IBM Consulting



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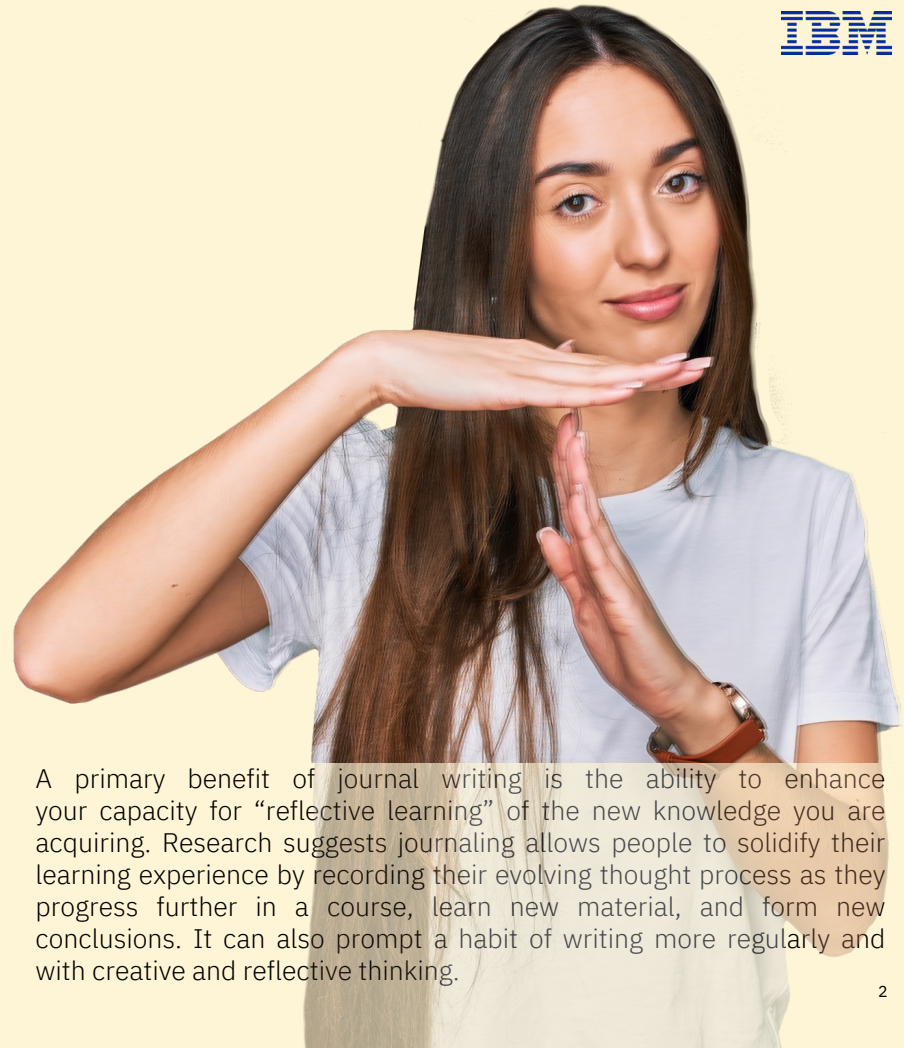
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1

About this Participant Journal

- Cornerstone is a “learn-by-experiencing” course – it is all about what happens in and between Sessions with your colleagues.
- We know that learning is also supported when we “reflect” – i.e., think about the learning, and notice what we notice – paying attention to the experiences, what people say to us, and how we and others are in the Sessions.
- We've also included materials and slides, which relate to what we will be covering.
- We encourage you to complete this journal after each session!

Thank you,
Cornerstone Faculty



A primary benefit of journal writing is the ability to enhance your capacity for “reflective learning” of the new knowledge you are acquiring. Research suggests journaling allows people to solidify their learning experience by recording their evolving thought process as they progress further in a course, learn new material, and form new conclusions. It can also prompt a habit of writing more regularly and with creative and reflective thinking.

Learning Group 1

FACILITATOR NAME
facilitator@email.com
Facilitator phone number
<https://ibm.webex.com/meet/Room.Name>

Participant 1

your.name@country.ibm.com

+Country Code - Phone Number

Participant 2

your.name@country.ibm.com

+Country Code - Phone Number

Participant 3

your.name@country.ibm.com

+Country Code - Phone Number

Participant 4

your.name@country.ibm.com

+Country Code - Phone Number

Participant 5

your.name@country.ibm.com

+Country Code - Phone Number

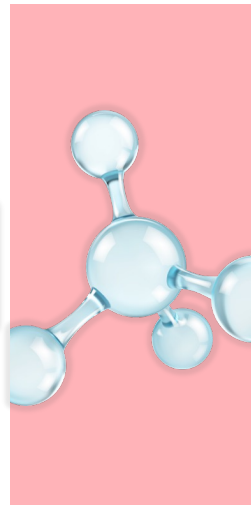
Participant 6

your.name@country.ibm.com

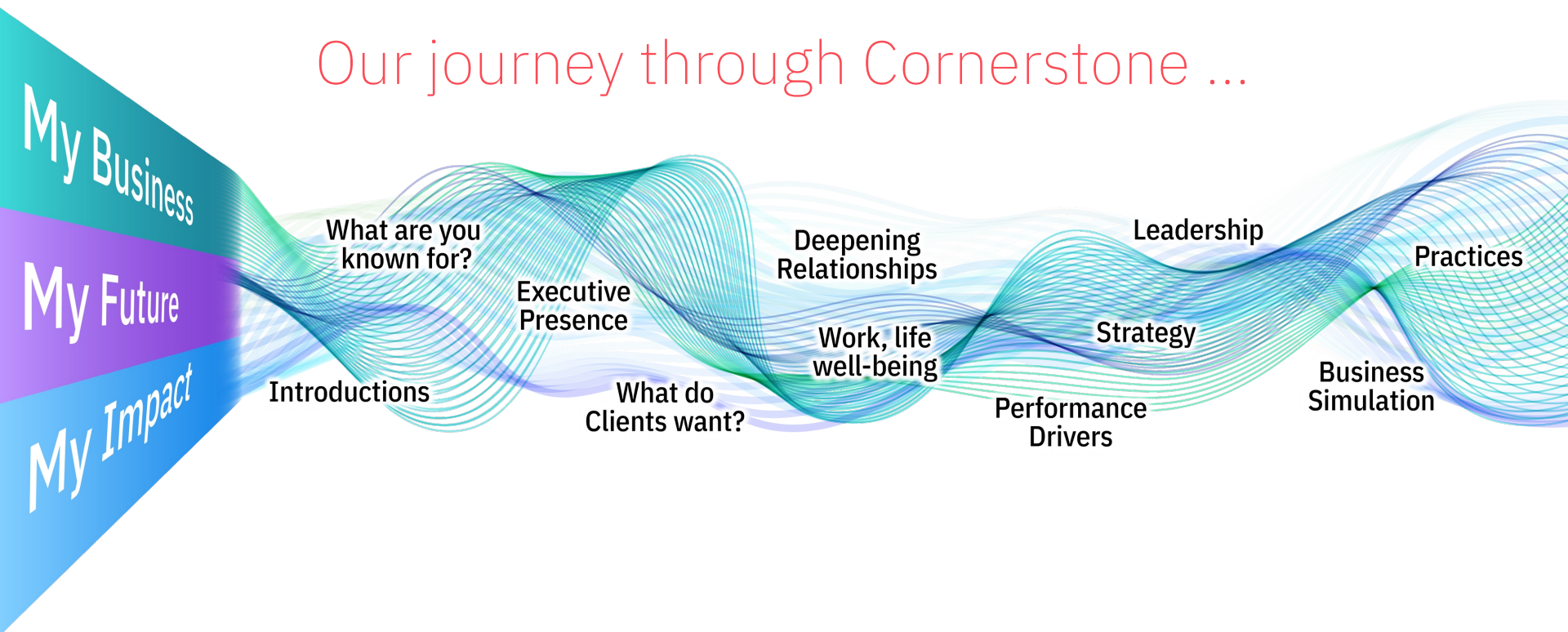
+Country Code - Phone Number

Be sure to update this page
before Cohort begins

Who am I? Where am I going?



Our journey through Cornerstone ...





“What Got You
Here,
Won’t Get You
There”

The Change Begins with You

Assignment

Create Introduction Video

- **Who?** Each participant will create a 1-minute video.
- **What About?** This is an opportunity to share "what you want this cohort to know about you."
- **What do I do with it?** Post your video by **(day)** before Session 2.
 - Upload your video (filename: *your name*) to your cohort Box folder
- **What's next?** Before Session 2, review all videos.
- **A specific request:** Review and take notes on your Learning Group Buddy's video.
 - What did you learn about them?
 - What feelings or thoughts were evoked?
 - What else did you notice?

Assignment

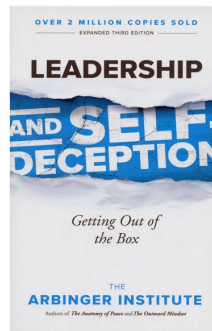
Research Digital Profile of Learning Group Buddy

- Ask your Learning Group Buddy to provide you with profile information – all the names/urls used internally and externally (social media handles, etc.).
- Start Googling and searching. Be curious!
- **Capture your impression of your Learning Group Buddy's image portrayed, eminence, and messaging.**
- Bring findings to Session 2.

Reading Assignment

Leadership and Self- Deception

- As part of your Cornerstone, journey you are expected to acquire and read "Leadership and Self Deception" published by the Arbinger Institute.
- This book is available in several languages, as a physical book, an e-book, or an audiobook.
ISBN: 9781576759776
- Please refer to your Cornerstone Joining Instructions as to how to claim this expense.



Assignment

Start Using your Cornerstone Participant Journal

- Download a copy of the Cornerstone Participant Journal from your cohort Box folder.
- Add your name and other cohort/learning group info on the cover page.

This slide needs to be updated with a date for posting video and possibly the folder URL

Cornerstone Statement of Authenticity

I am _____

I believe _____

I will _____





Eminence What do you want to be known for?	Image How do you want to show up?	Communication What impact do you want to have?	Strategy & Action Plan What is your strategy with each audience below? What actions will support making the changes you want to make?	
Current Eminence What do you aspire to be known for? Actions Required		F2F/Phone Communications	Manager	
			Peers	
			Team	
		Digital Communications	Client	
			Family	
			Friends	
			Others	

Platform/ Channel	Why is/isn't this platform a part of your Digital Strategy?	How does this platform contribute to achieving your objectives? What level of visibility can this platform give you?	How does this platform enhance your persona/ eminence? How strong is your profile?	Notes from Buddy's research	Level of Commitment Required: - Frequency of Updates - # of Hours Spent per Week on platform	Time vs. Benefit Analysis	IBM Analysis: Is using this site ... - Purposeful? - Impactful? - Creating Engagement? - Capturing your Eminence? - Contributing to IBM's Brand and Eminence?
Linkedin							
Twitter							
Facebook							
Google Search							
IBM People Profile							



Assignment

Relationship Practice

My Relationship Practice is with _____

This practice is a stretch because _____

Desired outcome? _____

Preparation required: Read book, set up the agenda-less meeting

What is your opening statement/question?

Instruction

LSS Practice

In addition to your manager, a peer and a staff member, identify one person from your client or project with whom you work closely, to interview (a minimum of four interviews to be conducted):

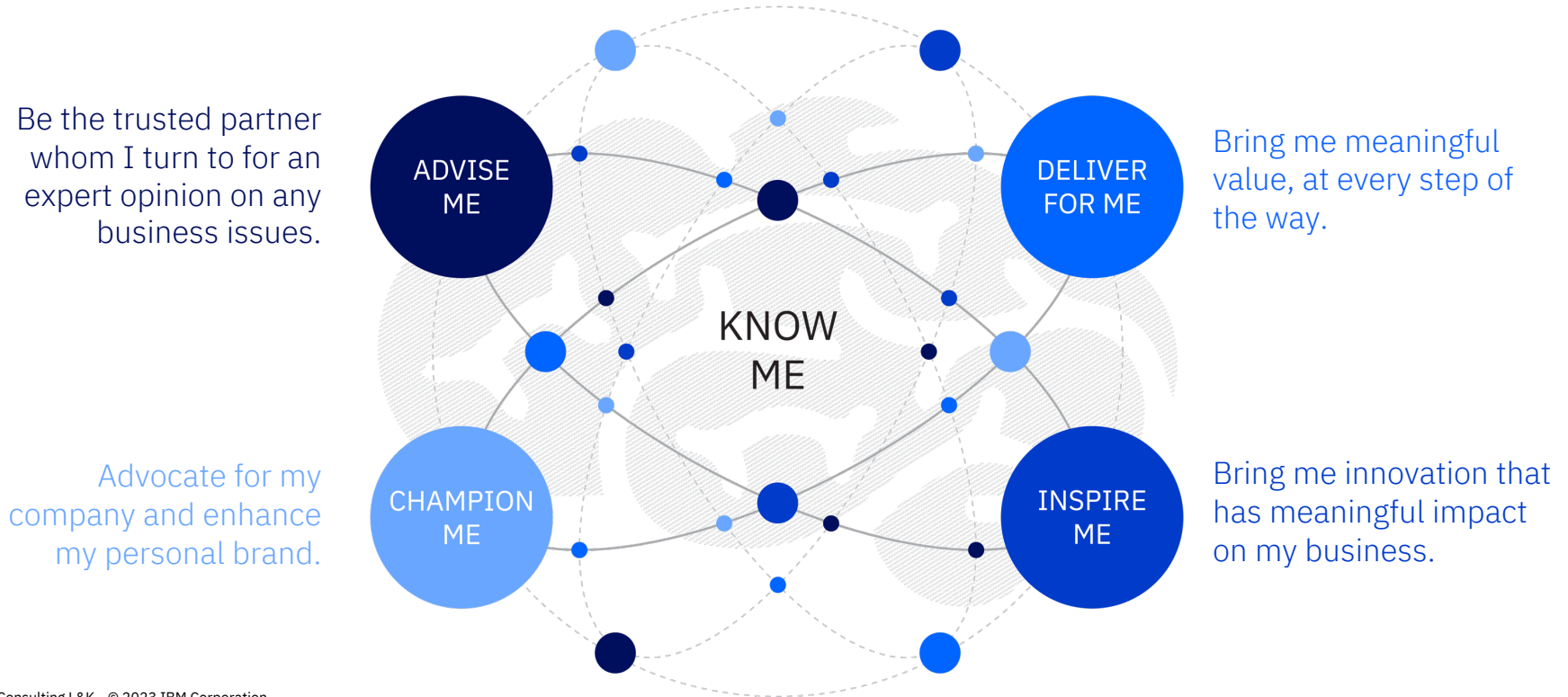
- Manager Name: _____
- Peer Name: _____
- Staff Name: _____
- Client Name: _____

- Schedule your interviews as quickly as possible
- Use the General Questions or the Leader Profile-related Questions.
- Conduct the Interview: Consider asking for permission to record the interview, as opposed to taking notes.
- For each interview conducted, transcribe the recording or type up the notes to each of the questions.
- Bring the notes to Part 2.

What is the next generation business and technology model for our Clients and how do they realize it?

Enterprises must continue to expand ecosystems supported by open platforms, leveraging their **unique people**, workflows and data.

To bring the IBM Way to life, each of us embraces client expectations, as our culture is linked to the success of our clients, which we call The Client Ethos.



Simulation learnings:

1. Different situations require different strategies, so trade-offs are inevitable e.g.
 - Investing for Revenue (**Thought Leadership**)
 - Investing for Profit (**Talent + Service**)
 - Investing for Delivery NPS (**Talent + Project + Services**)
2. Combinations matter:
 - Not investing in both Project Quality and Talent significantly reduces Delivery NPS
 - Not investing in both Thought Leadership and Business Development leads to lower revenues
3. All winning teams invest in Talent!
 - Investing for Revenue (**Thought Leadership**)
 - Investing for Profit (**Talent + Service**)
 - Investing for Delivery NPS (**Talent + Project + Services**)





Jacinda Ardern, New Zealand Prime Minister: UN General Assembly address
https://www.youtube.com/watch?v=2_wew4_C3p8&app=desktop

Marillyn Hewson, Lockheed Martin CEO: Message to employees
<https://www.youtube.com/watch?v=V4XYqSBJBGA>

Derek Sivers: How to start a movement
https://www.ted.com/talks/derek_sivers_how_to_start_a_movement

Bobby McFerrin: Brain Hack
https://www.ted.com/talks/bobby_mcferrin_hacks_your_brain_with_music

Simon Sinek: How great leaders inspire action
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Bernd Geropp: Good and Bad examples
<https://www.youtube.com/watch?v=6KPtVcU7nSs>

Leadership Self Study

Create Your Vision

Practices

Final Details

- Relationship
(read book before meeting)
- Work, Life, Well-Being
- Practice Health Conversation
- Digital Strategy

- Actions to take to align
What You Are Known For
to Online Presence:

Action #1:

Action #2:



Session 6: Reflections



What areas of the IBM IBM Consulting business do I need to better understand?

In looking back at my hopes written at the end of Session 1, how many of them have been realized? What new ones do I now have?

What change will I make to my words, music, and dance to evoke emotion when speaking my vision?

What two things from Cornerstone will I start using now? What shift do I anticipate will occur?

1

4

2

5

3

6



Visionaries

- Get Grounded and Breathe
- Who Are We (Your Audience)?
- Paint the Picture of a Future State
- Impact

Words. Music. Dance.

- Ask for ...

Acknowledgement

- 3 Parts
 - Delivery (Authentic)
 - How it is received (Impact)
 - Stay (Literally/Figuratively)
- Focus on the person's Qualities and Characteristics
 - You are ...
 - I notice/see/observe you ...
 - What I see in you is ...

Leadership Self-Study Thematic analysis

1. Share your notes from the LSS practice with your Learning Group Buddy
2. Prepare a thematic Analysis of your buddy's LSS notes, ready to give feedback tomorrow.



What is Thematic Analysis?

You will examine your partner's Leadership Self-Study data and provide her / him with a new perspective on the information gathered.

Essentially, you provide a fresh perspective on the interview responses. As you read through the interviews, keep the following in mind

- Look for patterns in the data. This could be specific language, tone, or an overall feeling of how information is communicated.
- Take note of words or phrases that catch your attention. They are important in your analysis.
- Guard against your own bias around language. All of us have words or phrases that impact us viscerally, know what yours are so that you don't bring those forward into your analysis.



Self-deception is the awareness of **not knowing** and **resisting** the possibility that **I** might be the problem.

IBM Growth Habits



We Grow with Endless Curiosity

We know that our abilities are not set. We're constantly growing, deepening, and reinventing our skills to stay relevant in the market and better serve our clients.

We are a community of learners and mentors. We see our successes and setbacks as an opportunity for feedback, reflection and growth.

We're fascinated by the future. We continuously test new technologies and methods to make sure we always find the right approach.



We Innovate with Purpose

We operate at the intersection of technology, business, and society. We take cutting-edge technologies and translate them into meaningful solutions to our clients' biggest challenges.

We don't just build for productivity and profitability. We embrace technologies and solutions that are thoughtfully, ethically, and responsibly developed on behalf of our clients and the people they serve.



We Build Client Trust

We believe in relationships, not transactions. We care for our clients as people, make their problems our own, and follow through on our promises.

We bring fresh ideas and an informed point of view to every engagement, fueled by a deep understanding of our clients' business and industry.



We Embrace Diverse Perspectives

We bring a breadth of perspectives, backgrounds, and skills to our work to foster an open, inclusive environment in which everyone feels they belong.

We challenge our assumptions, seek out divergent points of view, and value all voices to deliver more impactful outcomes for our clients.



We Collaborate to Succeed

We gather the best people, technologies, and methods from across IBM and our ecosystem partners, and proactively bring them together to craft the most impactful solutions.

We treat clients as partners, putting collaboration and creativity at the center of every project.

We take the time to help each other succeed. We understand that our greatest achievements are rooted in open ecosystems and ways of working.



We Deliver with Impact

We work with speed to create and deliver solutions to the highest standard. We learn from every iteration, take informed risks, and change direction when needed.

We commit to technologies, offerings, and methods that deliver the greatest speed to value. We hold each other accountable to delivering on our promises and measuring the outcomes we create.

Board of Directors

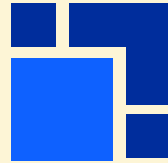
Myself

<i>(Role)</i>	Trusted Advisor	Coach		Sponsor	Mentor	<i>(Role)</i>
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- IBM Way Handbook: <https://sldcmwas.gps.ihost.com/vantage/page/channel-main.html#!/v2?url=%2Fgroup%2Fibm-way-handbook%2Fhome-0#d1>
- Client Ethos Website: <https://client-ethos.w3ibm.mybluemix.net>
- IBM Consulting North America Playbook: <https://sldcmwas.gps.ihost.com/vantage/page/channel-main.html#!/v2?url=%2Fgroup%2Fgbs-na-playbook%2Fhome-0#d1>
- IBM Consulting Leader Space: <https://gbs-leader-space.w3ibm.mybluemix.net>
- Value Driven Proposal Community: <https://w3connections.ibm.com/communities/service/html/communitystart?communityUuid=a9d1bade-f4f8-4a39-af2a-8bf21bdf790c>
- Sales Journey: <https://w3.ibm.com/w3publisher/gbs-na-lk/leadership-sales>
- Industry Journey: <https://w3.ibm.com/w3publisher/gbs-na-lk/industries>
- General L&K page: <https://w3.ibm.com/w3publisher/gbs-na-lk>
- IBM Consulting Learning and Knowledge (see Box.com for a file which contains courses in the areas of Virtual Education, Growth Platforms, Industries, Core Consulting, Leadership & Sales, Coaching, Project Manager, Agile, and Talent Enablement)
- Self-coaching Hub (<https://www.proreal.world/hub/WqHKO3eRx/>)
 - An immersive, avatar-based virtual world platform which provides increased access to insights and accelerated change in interactions between individuals and within teams.



Thank You