

# EXPERIENCE THE ADAPT LAB



## SETTING VISION

Begin with your goal and how you want to achieve it

- What is your aspirational vision?
- What does success look like?
- What would raise or lower your confidence of success?
- Do others share and/or agree on your vision?

## PRIORITIZE ACTIONS AND ALIGN TO STRATEGY

Assess how you operate and focus on the key areas critical to your success

- Do you need to establish 3rd party ecosystems?
- How do you position yourself for future scenarios?
- How do you define and strengthen your brand and communication strategy?
- How do you develop an impactful change management strategy?
- How can you frame your financial options?
- How do you promote proper governance?
- How do you evaluate changing customer, employee and key stakeholder needs?
- How do you develop your people professionally?
- How do you encourage innovation to improve various dimensions of your programs?
- How do you change the culture and mindset of your people to promote your vision?
- How do you align your stakeholders to gain agreement on your strategy?

## EXAMINE RESOURCES

Evaluate your existing and potential resources and determine who can deliver on your vision

- How do you structure your team for success?
- Who brings you energy?
- What skill gaps exist that should be filled?
- Have you allocated your budget appropriately?
- Should you upskill certain talent?
- How do you bring in new talent?

## TAILOR COMMUNICATIONS

Determine audiences, messages, methods, channels and timing

- Who is your audience and/or stakeholders?
- What information do you need to tailor for various stakeholders?
- Are there innovative channels you should be taking advantage of?
- Do you have the right skills to execute your communication strategy?
- How do you measure the effectiveness of your messaging?

## ASSESS KEY RELATIONSHIPS (INFLUENCERS AND STAKEHOLDERS)

Identify your key stakeholders and plan how you'll manage potential challenges with them

- Which key relationships need strengthening in order to ensure you meet your goals?
- Who can help you bridge gaps in non-existent relationships?
- Are there stakeholders that could challenge your goals and priorities?
- How do you influence key stakeholders to gain alignment with your goals and priorities?

## DEVELOP ACTION PLAN

Create an Action Plan based on your top priorities

- What are the major milestones for each priority?
- What is assigned to team members and how will it be coordinated?
- How do you measure success?
- How do you determine if you need to refine or pivot?
- What are the deliverables?

## SHAUN BUDNIK, CREATOR AND LEAD, ADAPT LAB



Shaun Budnik is a Strategy Principal at Throughline, and the creator/lead consultant for the Adapt Lab for executives and senior teams. Shaun is a CPA and was a partner (now retired) at Deloitte LLP on a global leadership assignment to DTTL, Deloitte's Global Firm. She was part of the Global Audit Innovation Leadership team and supported Global Audit Strategy initiatives. She has led Executive Labs and Innovation Workshops for numerous businesses and academic institutions.

Prior to her global leadership role, she was president of the U.S. Deloitte Foundation, a nonprofit organization that supports educational programming that is shaping the talent of the future. Shaun helped the Foundation to expand its support of existing academic programs and to develop new programs to address challenges facing the business. A catalyst for women's advancement, Shaun has spoken at many conferences on issues facing women in the workplace. She was Deloitte's National Director for the Retention and Advancement of Women.

Shaun previously was a Partner (now retired) and the KPMG Audit Innovation Leader, steering the audit practice's journey to transform the audit culture and professional mindset so that KPMG is positioned to deliver high quality and relevant audits. In her role, she implemented new governance models, programs and technologies to advance the audit practice's people, processes and technologies.

She established the Audit Innovation Leaders Network, a collaborative group of partners across the firm dedicated to encouraging new ways of thinking and educating the practice on how the technology transformation will impact the audit. She served on KPMG's Women's Advisory Board, dedicated to creating a compelling work environment and enhancing career opportunities for women.

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