

# Executive Transition Playbook

Up to half of new CEOs flame out within their first 18 months, according to the Harvard Business Review. While sometimes due to unforeseen circumstances, often, failure can be attributed to the lack of resources, time and tools needed to start new leaders off right.

## We can help.

We know you have one shot to set up your new leader for success or failure.

Leadership transitions are typically fraught with uncertainty and tempered by optimism. Newcomers have only a short window to grasp the lay of the land, to assimilate while differentiating themselves and to gain buy-in from the stakeholders who matter most and will help them drive strategy.

Done well, the transition starts after the first congratulatory handshake and lasts for several months after a C-suiter's arrival. More than standard 'onboarding,' which focuses on agenda-driven events, the process is a steady cadence of planned and informal interactions, intel and training that foster relationships and build trust - quickly.

Before day one on the job, a new leader should have a sense of everything from the organization's culture, champions, detractors and political capital to what is and isn't working, who the team is, short- and near-term goals, and problems that need to be addressed immediately.



## Let's Get to Work



**30 Days:** We know healthcare, so we immediately jump into learning about you and your definition of success.



**15-30 Days:** With you, we build a custom engagement plan that reflects your organization's unique needs.



**15 Days:** We provide you a detailed 90-day plan to set you up for success and deliver measurable results.

Trusted strategic communications consulting  
devoted to healthcare providers.

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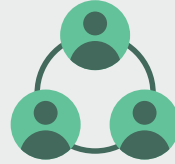
## Our Promise to You

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We know time is of the essence, so we promise to deliver a custom - not cookie cutter - program, right-sized for your organization and reflective of the significant investment you've made in your new leader.



Confidence in  
and momentum for  
the new leader



Strengthened  
relationships with  
key stakeholders



Critical insight gleaned from  
leader's early engagement  
with stakeholders



Quick establishment  
of the leader's standards  
for communication  
and engagement



Protection for your  
investment by positioning  
the new leader for ongoing  
success



Build a foundation  
to jump-start future  
change initiatives

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## About Us

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With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms.

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