



STEP 1: Creating Time for Change

From Time Capital to Breakthroughs — Redesign What Your Function Can Do

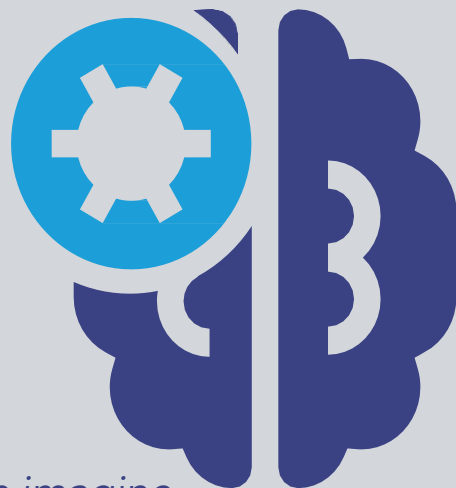
Why STEP 1 FUNCTION?

You've reclaimed time. Your leaders and your team have aligned around GenAI. Now it's time to use that momentum — to **redesign your function** for scale, speed, and customer relevance.

This is a high-impact session for functional leaders who are ready to:

- Reimagine how their function creates value
- Reframe what gets in the way (legacy metrics, misaligned KPIs, old operating rhythms)
- Redesign the way the function works — with a roadmap the team can own, test, and evolve

This is not a roadmap for the shelf. It's an action plan you build and validate in real time, grounded in GenAI-enabled insight, cross-team leadership, and customer outcomes.



"AI knows the past. Leaders imagine the future. Together, we transform the present."

How It Works: Three Parts

1. Reimagine

Define what the future of your function could look like — with AI as a partner and your people as value creators. Surface new opportunities, risks, and ambitions using GenAI as a sparring partner, not a silver bullet. Learn how to apply digital approaches such as **design thinking**, **lean start up** and **agile methodologies** to deliver change that lasts.

2. Reframe

Identify the blockers: outdated metrics, silos, legacy processes. We help you learn how to run short, **2-week test cycles** to validate what works and what needs to go. This is transformation through **experimentation**, and execution, not planning.

3. Redesign

Create a clear, co-owned roadmap — with a team charter, priority actions, and aligned metrics that drive business impact, not just activity.

What You'll Walk Away With

- A future-focused **functional operating model** tied directly to customer and business goals
- A GenAI-enabled roadmap with actions you can start this quarter
- A refreshed team charter that defines how the function shows up inside the enterprise
- Clear metrics that **enable** change, not block it
- Confidence and alignment to **own the transformation** — without waiting for permission

What Functional Leaders Are Saying

"We never had time to transform the function until now. This gave us space, clarity, and urgency."

"We replaced a 12-month roadmap with 2-week experiments. It's changed how we lead."

"TIP helped us surface the blockers we never saw—and gave us the tools to do something about it."

Why It Works

Designed for functions that **have already experienced STEP 1 TEAM**

Delivered by TIP, co-facilitated with the CxO leader

Combines **mindset**, **metrics**, and **methodology** — with GenAI as a strategic enabler

Reinforces internal capability, **validates insourcing**, and accelerates visible outcomes

You've created time. Now use it to reinvent how your function works.

Email us to start **STEP 1.2 FUNCTIONAL**: info@incrementalpathway.com

"Now I'm making the quarter while changing the business"

