

# MANAGEMENT STRATEGIES

## for a Volatile World

### Gain Control and Drive your Organization Forward

**In this unprecedented time of volatility, it is more important than ever to integrate adaptable managerial strategies to ensure stability and growth.**

***C-Level Mentor, Consulting and Mentoring for Executives in B2B Technology Businesses***

**Sought after C-level mentor, consultant and speaker, Sarah Zohn** is a highly respected expert on Go-To Market and operational strategies for hi-tech companies. She brings broad experience from her positions as VP in mega multinational corporations as well as from mentoring leadership teams in dozens of companies. With hundreds of consulting interactions with startups, Sarah also knows the entire startup ecosystem, M&A, and VC's. After receiving her B.Sc.E.E from the Technion Institute of Technology in Israel, Sarah began her career as an Engineer, then Project Lead and eventually moved into management positions. Sarah spent 15 years with EMC Corporation, where she held Vice President positions in Data Storage Engineering, Open Software Engineering, Deputy Executive Vice President, in a growing business incubator and in the EMEA sales organization. Sarah Zohn is an expert in building growth strategies for engineering, enterprise sales, product management, product marketing and customer success organizations. Sarah understands the needs, concerns and volatilities facing technology businesses - particularly the CEOs of B2B companies - and can implement game changing strategies to propel growth and stabilize organizational challenges. Sarah's experience spans over continents, cultures and computer & technology-based industries.

**New AND experienced managers will benefit from principles, approaches and checklists for today's managerial challenges.**

**TOPICS for Mentoring, Coaching, Consulting, Workshops and Speeches Include:**

**1. Strategies for a Changing Business World**

Success depends 10% on Strategy and 90% on Execution. Create a Go-To-Market (GTM) and Operational Strategy for your organization that fit each other like yin and yang.

**2. Drive the Organization Forward with Sensible Management Structure and Processes**

Build and apply flexible managerial structure, decision and communication processes that make sense for your unique organization and specific work setting, and adapt to the changing business environment.

**3. Build Your Strong Management Foundation that Can Carry the Weight and Deal with Systemic Shocks.**

Prevent the most common failure mechanisms through comprehensive management role definitions that reinforce group symbiosis with its surrounding stakeholders, resulting in motivated organizations with elevated team spirit.

**4. Effective Middle Management - Planning for success**

Managing the B2B Technology Based Organization by a goal system that drives productivity requires re-education of all managers on the key purposes of their roles. Know where and how to benefit from Agile, MBO and OKR or any combination.

**5. Understand the Customer. Better Managers Always Act with this in Mind**

All Managerial decisions and actions are improved the more managers - front and back of the house - understand the customers. All management ranks must learn how to understand customers through the lens of Sales, Marketing and Customer Success (CS).

**6. Managers as Master Communicators.**

Almost all failures in management are due to communication breakdowns. Managers need to master the entire toolbox of communication skills in the workplace, and always use the right tool for each different "job." Discover the specific tool to use in the precise situation.

**7. Measure, Assess and Continuously Correct to Achieve Best Execution**

The pace of technology and global complexities make assessment difficult, nevertheless necessary. Inculcating managers in the "art" of continuous improvement based on metrics and assessments is crucial to the success of organizations.

