

WELCOME TO ENOMAX

JANUARY 29, 2019

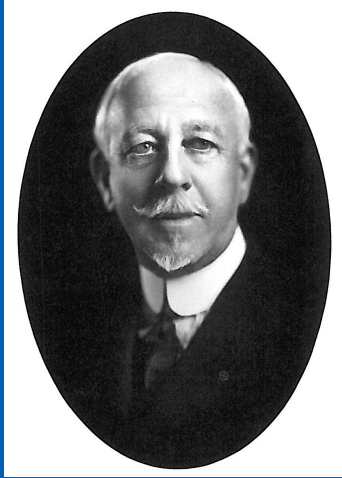
Eno **MAX**

Congratulations!!

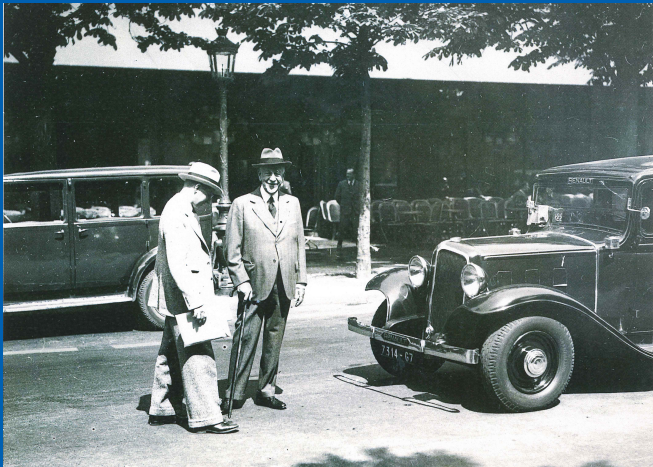
PURPOSE

- Get “into the room” before you get in the room
- Introduce the program and staff roles
- Schedule overview
- Discuss student business projects





ABOUT ENO



- The Eno Center is a neutral, nonpartisan policy think tank and professional development organization
- Established by William Phelps Eno in 1921
- Eno Transportation Weekly
- Transit leadership courses
 - Transit Mid-Manager: Levels 1 and 2
 - Transit Senior Executive
- www.enotrans.org



STAFF ROLES

- Eno Office Staff
- Eno Facilitators
- Agency Facilitators
- Steering Committee and CEOs

MEET THE ENO STAFF



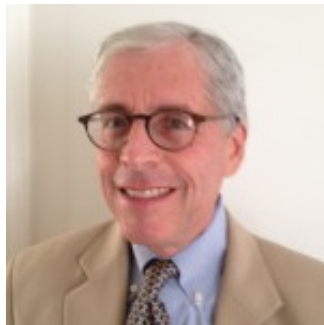
Alex Bond
Director



Erin Shumate
Senior Manager,
Training and Events



Carolyn Dorf
Events Associate



Howard Permut
Senior Fellow



Richard Petty
Facilitator



Delana Glenn
Facilitator

Participating Agencies

Group East



Group West



HISTORY OF MAX PROGRAM

- Founded by LA Metro, DART, and RTD in 2012
- MARTA joins 2014
- Eno joins in 2016
- Sound Transit and Valley Metro join in 2018
- CATS and WMATA join in 2019
- Over 250 graduates from 7 class years

Meet the Agency Facilitators Group East



Rhonda Allen
MARTA



Kevin Coyne
WMATA



Delana Glenn
Eno



Teana Bush
DART



Monique Moore
CATS

Meet the Agency Facilitators Group West



Nathan Lindsey
RTD



Tito Harris
Sound Transit



Richard Petty
Eno



Dan Dzyacky
LA Metro



Corinne Holliday
Valley Metro



2019 Schedule

East

West

April

DART
April 29 – May 3

RTD
April 8-12

June

MARTA
June 10-14

LACMTA
June 17-21

August

WMATA
August 12 -16

Sound Transit
August 5 - 9

October

CATS
October 21 - 25

Valley Metro
October 21 - 25

LEARNING OBJECTIVES

The “Big Idea” - People can learn and grow by viewing other systems firsthand and meeting people working in roles like their own.

Objectives:

- Improve your career skills
- Provide the tools to advance in your career
- Improve your technical knowledge
- Share agency best practices
- Help you develop an industry wide perspective
- Provide leadership training
- Connect you with a network of transit professionals

GROUND RULES

- Respectful behavior
- Not every session will fall into your area of expertise. Stay engaged.
- Avoid dominating or “hijacking” the Q&A periods
- Judgement free zone
- No cell phones during presentations
- Be engaged alumni

GROUND RULES

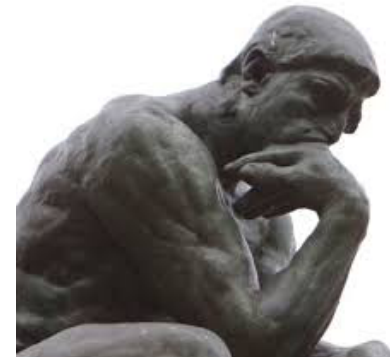
ADOPT



ADAPT



CONSIDER



ADDITIONAL THOUGHTS

- Business casual is general dress code; host agencies will advise of any changes to appropriate attire
- Dress for the weather and tours (wear sensible walking shoes)
- Business attire for graduation on last day of the last host visit
- Be “in the room” as much as possible
- Share your thoughts through daily feedback, online evaluations
- Begin creating networks

CLASS WEBSITE

- You will all have logins/passwords for the class website
- They will be the first letter of your first name, last name (Ex: John Doe : jdoe)
- You will find information regarding upcoming visits, presentations, photos, and the class list
- Class Website:
<https://www.enotrans.org/courses-events/student-alumni-resources/current-students/>

QUESTIONS



BUSINESS PROJECTS

BUSINESS PROJECT OVERVIEW

- Each student will identify and work on a *business project* throughout the year
- Describe your business project in the pre-class survey
- Research the project throughout the year
- Workshops at various class meetings
- Goal- develop a 5 minute pitch of your business project for your CEO. A simulation of this pitch occurs at the 4th class meeting.

WHY A BUSINESS PROJECT?

- Bring back solutions to problems at your agency
- Deliver return on investment for your participation in MAX
- Engage host property employees and MAX alumni in this year's program
- Gain experience identifying business problems and developing implementable solutions
- Practice "leading from the side"

BUSINESS PROJECT TERMINOLOGY

Problem or Opportunity Statement- A roadblock or opening that you experience in your job that may deserve attention and action. Described in a 1 or 2 sentence summary on enrollment form.

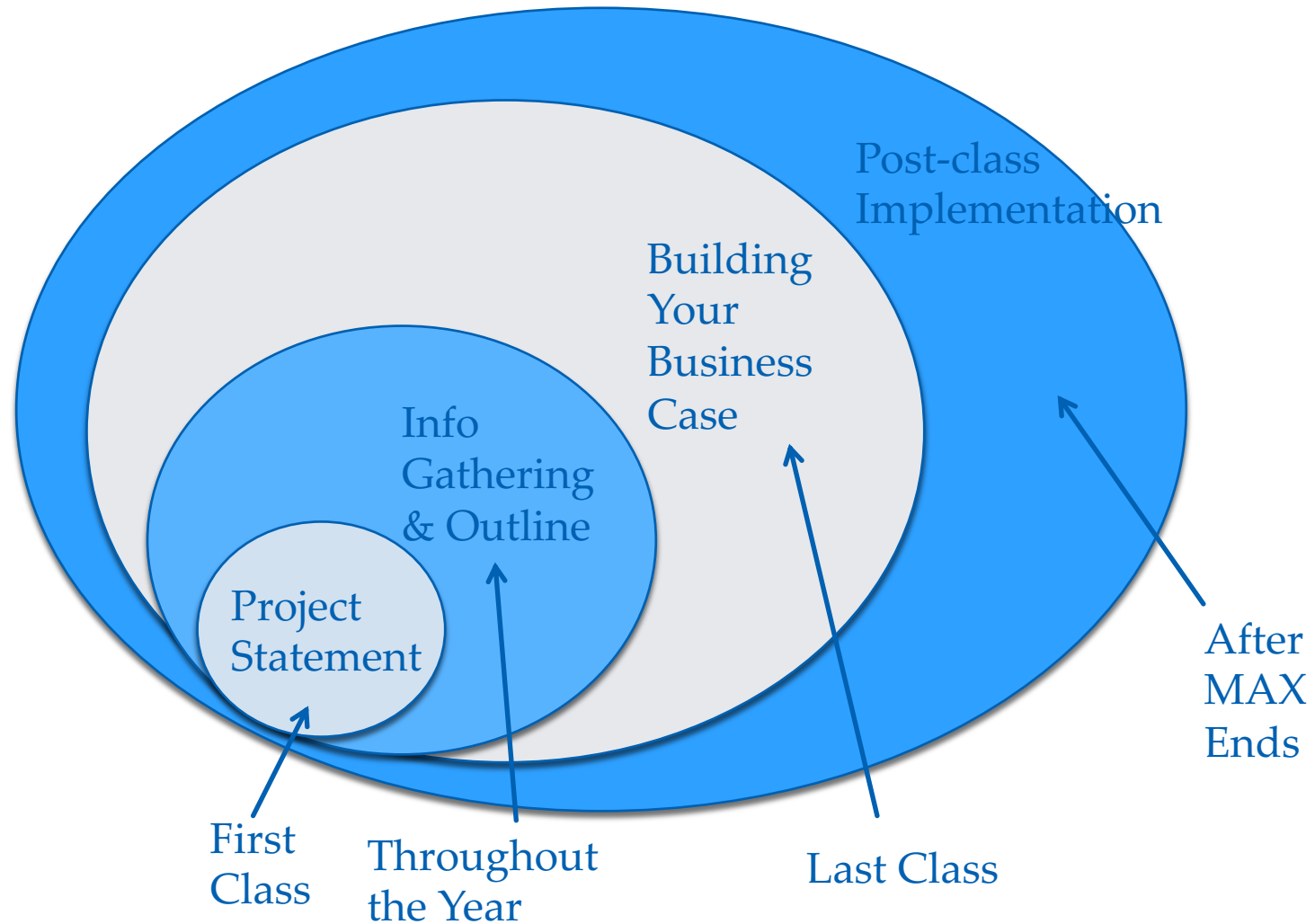
Project Statement- A 2 paragraph (~250 word) document describing the background, current status, and potential of your project. Written in “knowledgeable layperson” terms and entered in upcoming survey.

BUSINESS PROJECT TERMINOLOGY

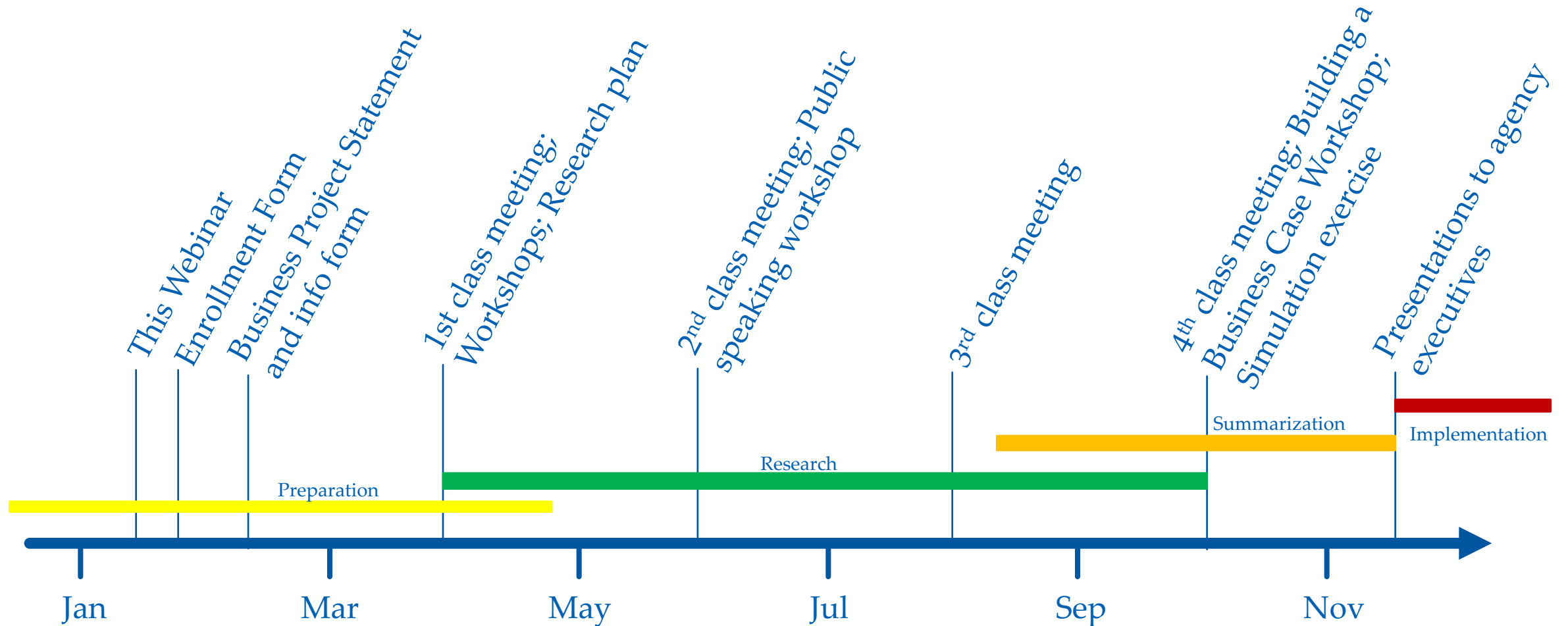
Business Case- A document or presentation compiled to convince stakeholders (such as senior executives) that a business project should be implemented. Includes current situation, analysis of alternatives, recommended action, impacts, risks, and other information.

Pitch Simulation- An exercise at the 4th class where students will deliver a 5 minute talk on their business case to a real CEO.

PROGRESSION OF YOUR WORK



TIMELINE



RESEARCHING YOUR BUSINESS PROJECT

- **At agency visits:**
 - Interview and network with resources from *Business Project Information Sessions*
 - Some *Meet Your Match* sessions will also be useful
 - Ask questions of relevant speakers/tour guides
 - Collect relevant printed best practices information and data
 - Visit relevant sites on tours or specially arranged visits
 - At your home property host week, refine your project with Facilitators
- **While at work:**
 - Follow up with contacts
 - Collect documents and data
 - External research
 - Discuss the project with facilitators and supervisors

THE END GOAL

- Business Case Pitch Simulation at final class meeting
- 5 minutes, no visual aids necessary
- Public speaking workshop is included in the class curriculum
- You are presenting to a former CEO who will ask questions
- Excellent practice for when you pitch to your CEO!

QUESTIONS

