

link financial & operational key performance indicators

Align strategy with plans

line-of-sight visibility

Align IT with the requirements of the business

Take a journey to discover what really drives the business

What is the Business Foundation?

- A visual interactive management tool
- Facilitates management discussion of what really drives value
- Defines the flow of information in the organization
- Identifies the interdependencies between performance markers
- Charts a course for optimal use of tools and technologies

The Business Foundation™ is about helping you execute on the strategic promises you make to your stakeholders. It visualizes your entire business and how all people, processes and technologies interweave and inter-relate in a totally unique way. It also highlights where they don't.

Why Implement the Business Foundation?

- Define the real drivers of value in the business
- Align Executive requirements to business execution
- Link the strategy to operational objectives
- Understand where complexities exist
- Standardize definitions, rules and calculations
- Maximize the business investment in people, processes and tools

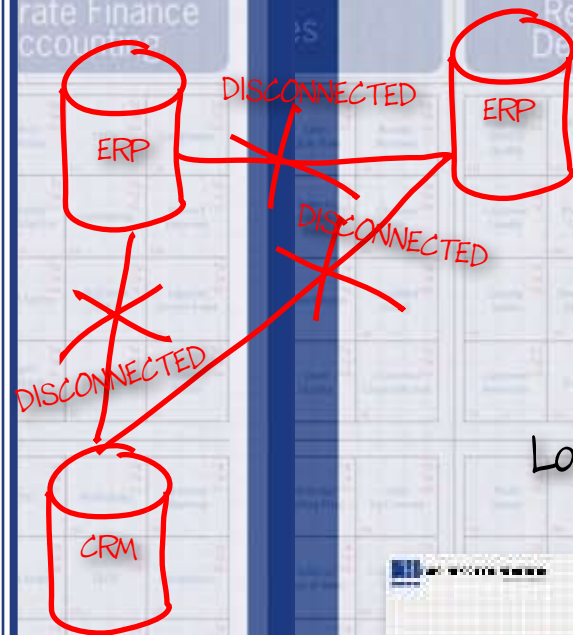
It's about getting things done.

The Business Foundation helps you execute on your strategic objectives.

It is a rich, patent-pending tool and methodology that allows organizations to identify and focus on key drivers that support strategic initiatives or goals.

Spanning across business functions, down the hierarchy, into the Extranet™ and BeyondNet™ dimensions, the Business Foundation fully fuses, embraces and recognizes the technologies needed to execute and sustain performance against strategic objectives.

Moreover, the techniques and methodologies actually help the business to start executing on initiatives that support the corporate goals.



- Ever wonder how you'll start the daunting task of systems standardization across the business and still meet the demanding business requirements?
- Do you need to align IT and the business?
- Are you operating in silos with business departments all doing their own thing and sharing nothing?
- Do you know where you stand versus your peer companies?

The Business Foundation takes the organization on a 'journey' that allows them to discover the true drivers of their strategic objectives and find the relationships across and down the business.

Discover More

For more information on the Business Foundation and how you can engage with the Business Foundation team to achieve greater shareholder value, call 1-800-557-4945, visit us on the web at business-foundation.com or email us at info@business-foundation.com.

Look outside the corporate walls to see what else drives your business

	Field Marketing				Corporate Marketing			
Strategy	Market Penetration	Market Development	Product Development	Diversification	Market Penetration	Market Development	Product Development	Diversification
	Market Penetration	Market Development	Product Development	Diversification	Market Penetration	Market Development	Product Development	Diversification
Operations	Customer Base	Market Share	Product Sales	Brand Equity	Customer Base	Market Share	Product Sales	Brand Equity
	Customer Base	Market Share	Product Sales	Brand Equity	Customer Base	Market Share	Product Sales	Brand Equity

24 business intersections

384 potential insights/Performance Markers

Customized to your business & industry

Drive accountability, not blame

