

THE
Business Foundation
STRATEGY | EXECUTION | DEFINED



What is the Business Foundation?

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

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. This is a very action-oriented methodology. The Business Foundation team doesn't just stop short of advice – we roll up our sleeves and help. Our actions will speak as loudly as our conclusions.

Operating 'In the Weeds' all too often organizations only focus on tactical areas of their operations that in many cases have very little or nothing to do with the execution of their strategic goals.

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.

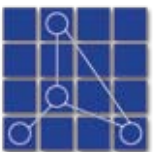
Businesses must set corporate objectives & strategies, model them and see the effect on the business. They need to deploy to a wide base of information contributors or consumers, monitor the execution of those goals and analyze the results, not only to spot anomalies but to quickly exploit areas of opportunity for the business and then report results and forecasts to an external audience.



Technology & Tools Standardization

Standardization is a hot issue in all of the top global companies today – however, unless there is a tool and methodology to ensure that standardization is performed carefully, in recognition of the strategic objectives and initiatives set in the business, it can be counter-productive.

The Business Foundation is the only vendor to offer a solution that uniquely visualizes alignment of the necessary streamlining of technology with the essential requirements of the business.



Business Alignment & Optimization

Every function should be involved in the process, which means greater coordination across the business. All levels of the business hierarchy must also be involved to ensure depth of visibility in the business. The process and the organization of what the business needs to do is complex; but how can the complexity of this be articulated and simplified?

The answer lies in the Business Foundation.



Methodology and Approach

Our methodology and facilitation approach includes the following characteristics:

- A proven track record of significantly improved results
- A credible approach, based on industry and competitive research

The program is tailored for the company's products/services and market conditions, using dynamic consulting and facilitation with relevant, real-world experience.

Above all, we listen to you and learn about your business from your perspective. We sit down with you and take you through the five stages, (sheets) of the Business Foundation and focus on the company's strategic objectives and look at the key drivers or KPI's, processes and ultimately the technologies that need to exist to drive your success.

Typically, the first meeting is with Senior Business Executives that have a holistic view of the business. This meeting, or set of meetings, focus on the objectives of the business, what is working in the business now, what may need improvement, and ultimately a portfolio plan is quickly drawn up.

The second meeting will likely be with other Senior Business Executives of other business functions. Subsequent meetings would likely be with the operational areas of the business and will focus on the actions that need to be carried out in the business to achieve the goals outlined by the Executives.

The end result is clear visibility into the areas that the company needs to focus on, in relation to the strategic objectives.

Also visible are the interdependencies and connections existing between business departments and layers of the business. This will articulate the need to work across a common set of goals and objectives. More significantly, The Business Foundation will help to gain alignment across and down the business that will allow you to execute against the strategic objectives that have been set.



What You Get

This straightforward and highly effective methodology allows Executives and key business managers to gain common understanding and direction in the business. It's highly interactive approach lends itself to optimal collaboration and discussion. The result is a documented strategic solution and plan that the client and The Business Foundation can partner to provide.

The Business Foundation provides a means of clarifying roles & responsibilities, expectations and performance metrics for all the members of a Foundation System™. As the map is completed, each person and group has a deeper understanding of the expectations and desired outcomes of the other.

Clear agreements and commitments are made and initiatives planned and started, making it much easier to manage and produce the intended results. The principle here is that people easily commit to that which they have helped design.

The Foundation concentrates on both internal and external partnering, including:

- *Producing repeatable, reliable, predictable results from internal and external partnering efforts Increasing cooperation, collaboration and total customer experience*
- *Saving time and money by getting to SLA's (service level agreements) and deliverables faster and by developing a deeper understanding of what is required to fulfill on expectations*
- *Minimizing surprises - each partner knows what is expected and how results will be measured*

This is accomplished by:

- *Clarifying roles & responsibilities*
- *Clarifying expected deliverables and customer experience across members of the Foundation System*
- *Creating balanced goals and metrics*
- *Developing a clear set of performance standards*
- *Generating clear rules of engagement*
- *Clarifying the organizational maturity level necessary to produce the intended results vs the current level of organizational maturity*
- *Identifying underlying business processes, systems, learning and growth needs that are missing or need enhancement*
- *Identifying potential breakdowns and mitigating strategies with which to respond*

- Identifying breakthrough opportunities, prioritization and strategies to take advantage of the top priority opportunities
- Resolving internal and external partnering issues, for example:
 - Conflicting objectives or poor understanding of each party's objectives
 - People agree for convenience; not being really committed



Impact

Clarifying partner deliverables and expectations will improve collaboration across the groups that we discussed, minimizing conflict and making a dramatic positive impact on the results produced.



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.

