

FRAMEWORK FOR BUSINESS SUCCESS

I. STRATEGIC ARCHITECTURE

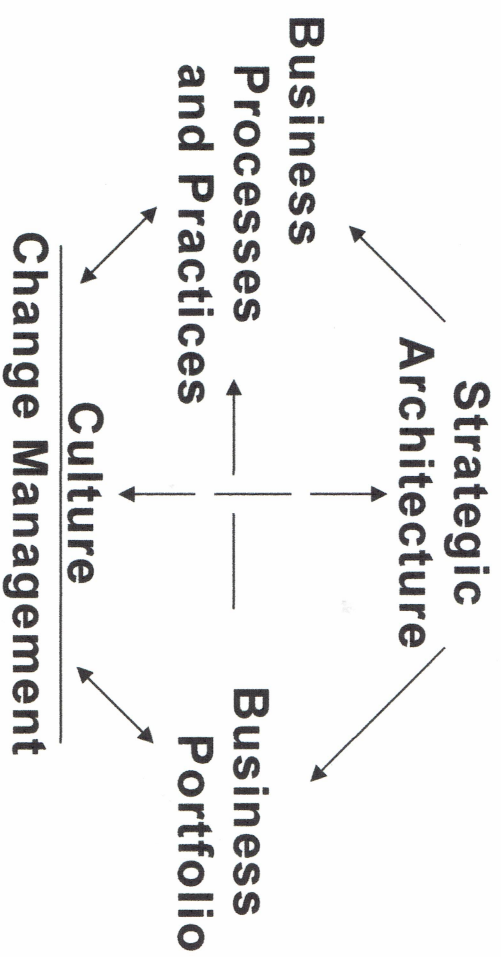
- **Defines future state**
- **Defines steps necessary now to intercept future**
- **Defines corporate focus**
- ◆ **Vision**
- ◆ **Values**
- ◆ **Mission**
- ◆ **Long-term strategic goals / objectives**
- ◆ **Strategic plan to accomplish long-term goals / objectives**
- ◆ **Communications plan for above**

II. BUSINESS PORTFOLIO

- ◆ **Select business endeavors based on strategic plan**
- ◆ **Business plans**
- ◆ **Marketing plans**
- ◆ **Technology development / acquisition / implementation plans including (technology portfolio planning) necessary to drive business success**
- ◆ **Execution plans (action plans)**
- ◆ **Communications plans**

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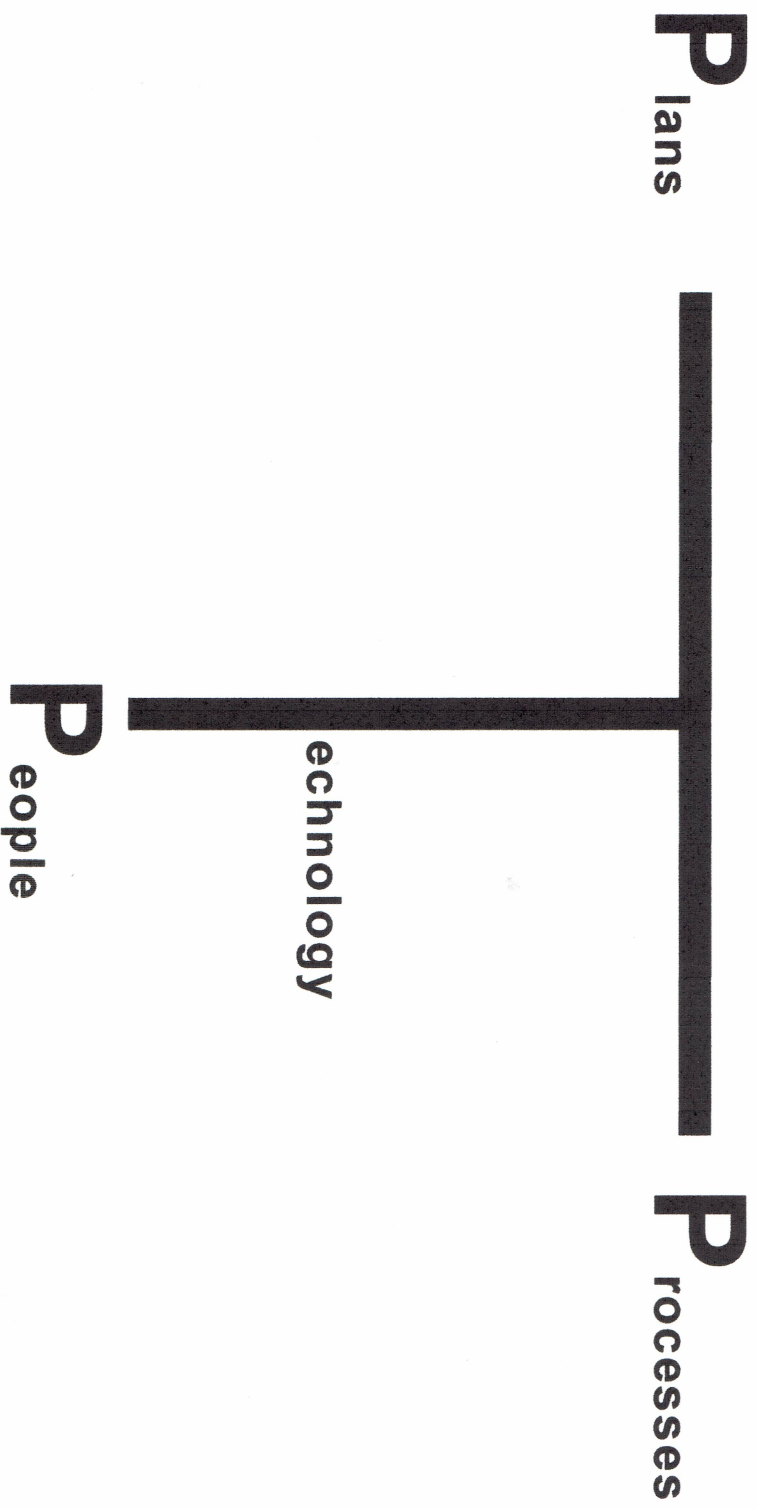
People - Plans - Processes - Technology



Create Internal and External Alignment

VALUE CREATION ALIGNMENT

(for corporate, business unit, department, or function)



III. CULTURE / CHANGE MANAGEMENT

- ◆ Develop “case for change” program
- ◆ Define behaviors and employee characteristics required for success and to support values
 - Corporate
 - Business unit
- ◆ Define existing business practices
- ◆ Determine which practices detract or support desired behaviors
- ◆ Build internal and external alignment plan (change management plan)
- ◆ Implement
 - Senior team program
 - 2nd level programs
 - To the street level programs
- ◆ Communications plans

IV. BUSINESS PROCESSES

- ◆ Define critical processes
 - Corporate
 - Business unit
 - Across corporate / units
- ◆ Adjust and redefine and reengineer critical process
- ◆ Define and develop and implement enabling technology plan
- ◆ Communications plans

NOTE: *All of above accomplished with multi-discipline teams of five to seven persons preferably – ten persons maximum. Led by internal team leader supported and guided by outside expert(s).*