

Speed to Performance

epiCentrix consultants bring the insights and experience that keep the strategic planning process focused and on track.

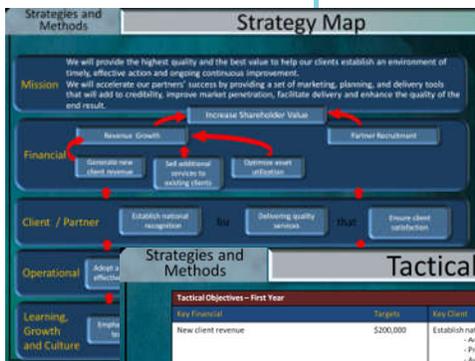


Genesis

It seems that every day brings a new fire to put out. And on those days without a new fire, stomping on the embers of yesterday's fires is time consuming and painful.

The trap of crisis management is easy to fall into and difficult to climb out of. That management model often seems to be the easiest path to survival and many of today's businesses are happy to survive. But excellence doesn't come from constant reaction and mere survival. Excellence needs direction, focus and clarity.

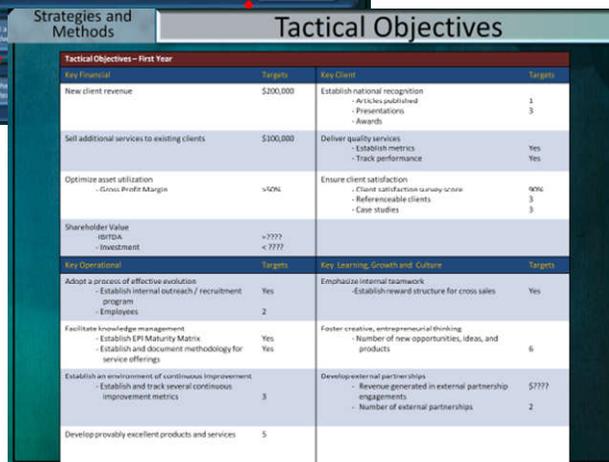
A full-fledged strategic plan can bring with it enormous benefits but it is an exercise that demands a substantial resource commitment. At epiCentrix we recognize that your organization may need structured planning guidance but you feel the timing isn't right for a major planning project. With that understanding in mind we have designed a planning exercise that starts with a minimum resource commitment and delivers immediate value.



The Foundations Project

Our Foundations project starts with a clear, vetted articulation of your mission, vision and core values. Building on these seminal statements we will then develop:

- Cohesive strategic goals
 - Necessary tactical objectives with corresponding metrics (KPI's)
 - Supporting initiatives with resource assignments and targets
 - A review of target markets
 - A review of offerings with value propositions and proof points
 - A position analysis (SWOT)
 - A suggested human resource structure optimized for delivery against the goals, objectives and initiatives.



Tactical Objectives – First Year

Key Financial	Targets	Key Client	Targets
New client revenue	\$200,000	Establish national recognition - Awards/awards - Presentations - Awards	1 3
Sell additional services to existing clients	\$100,000	Deliver quality services - Establish metrics - Track performance	Yes Yes
Optimize assets utilization - Gross Profit Margin	>50%	Ensure client satisfaction - Client satisfaction survey score - Referencable clients - Case studies	90% 3 3
Shareholder Value - IBTDA - Investment	>???? <????		
Key Operational	Targets	Key Learning, Growth and Culture	Targets
Adopt a process of effective evaluation - Establish internal outreach / recruitment program - Employees	Yes 2	Emphasize internal teamwork - Establish reward structure for cross sales	Yes
Facilitate knowledge management - Establish EPI Maturity Matrix - Establish and document methodology for service offerings	Yes Yes	Foster creation, entrepreneurial thinking - Number of new opportunities, ideas, and products	6
Establish an environment of continuous improvement - Establish and track several continuous improvement metrics	3	Develop external partnerships - Revenue generated in external partnership engagements - Number of external partnerships	5???? 2
Develop provably excellent products and services	5		

Partner with a Guide . . . a Pilot . . . a Mentor

We started epiCentrix to bring the benefits of hard-won knowledge and insights to those who choose to engage in the same struggle. Our principals have all climbed this mountain and can help you avoid the unseen pitfalls, dead-end paths and expensive delays. We use a mentor approach and our job is to ensure that you reach the top, optimally balancing time, cost and quality.

For more information on how epiCentrix can deliver the benefits of Enterprise Performance Improvement to your organization check us out at www.epicentrixco.com.