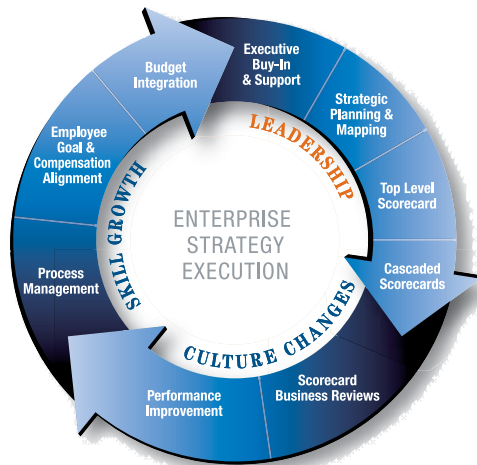


HELPING ORGANIZATIONS CREATE, DEPLOY & AUTOMATE BALANCED SCORECARD & DASHBOARD FRAMEWORKS

ActiveStrategy world-class executive consulting, coaching, and enterprise software helps organizations execute strategy more effectively, providing better overall results and building toward Enterprise Strategy Execution.

# Enterprise Strategy Execution

*is a performance excellence framework that incorporates:*



- ✓ Strategy Maps
- ✓ Balanced Scorecards
- ✓ Strategic Dashboards
- ✓ Metrics/KPI Management
- ✓ Leading-Lagging Indicators
- ✓ Strategic Initiative Prioritization
- ✓ Six Sigma, P-D-C-A
- ✓ Process Management
- ✓ Employee Goals

### *A Comprehensive Approach*

ActiveStrategy specializes in getting each client the results that matter to their specific business and market situation. This requires a different combination of consulting services and software, customized to each client's needs and stage in the "strategy execution evolution."

### *Consulting Solutions*

ActiveStrategy consulting engagements impart critical knowledge and techniques to your organization in focused, practical sessions. These can be as short as two days and are delivered by former in-the-trenches executives who know how to make these methodologies work. ActiveStrategy can accelerate results in all areas of Enterprise Strategy Execution.

### *A few examples of our Consulting Solutions:*

- ✓ Baldrige-Based Organizational Assessments
- ✓ Strategic Planning Facilitation
- ✓ Scorecard/Dashboard Development & Deployment
- ✓ Selecting and Aligning Measures and Targets
- ✓ Scorecard-Based Business Review Coaching

*"Their focus is refreshingly clear—it's on results, not on the process to get there. ActiveStrategy begins with the end in mind and guides us toward that end."*

— Executive Vice President, Strategy Integration, LandAmerica Financial Group

## Software Solutions

Once organizations move beyond a few top-level Balanced Scorecards or dashboards, managing this type of performance framework with spreadsheets and manual documentation becomes incredibly laborious. ActiveStrategy Enterprise™ software addresses this need, allowing organizations to focus on performance, rather than on keeping spreadsheets up-to-date.

Deployed as an internal intranet web solution, ActiveStrategy Enterprise is used by an organization's real business users – not just analysts or decision support groups – to manage performance and drive results. ActiveStrategy Enterprise delivers customized web-based scorecards or dashboards and performance insights directly to the people who need them, including CEOs, executive teams, senior and middle management, and front-line employees.



*Targeted stakeholder objectives and critical measures – users simply click to drill down into the next level of detail and identify root causes of under performance.*

## ActiveStrategy Enterprise Software:

- ✓ Helps an executive team create, report, and actively review an executive Balanced Scorecard and Board-level dashboard
- ✓ Enables each business unit and functional area to deploy linked scorecards to each level of management with aligned objectives, measures, and improvement initiatives
- ✓ Delivers personalized performance information to specific individuals, plus automatically alerts when updates are due
- ✓ Links strategic objectives all the way through to employee-level personal goals
- ✓ Manages process improvement projects affecting multiple areas with multiple owners



*Easily monitor the progress of related initiatives or projects to ensure improvement efforts are on-track.*

Mature deployments of ActiveStrategy Enterprise may be found at many of the world's leading organizations, including multi-national Fortune 500 companies, leading healthcare systems, non-profits, and governmental organizations.

————— *Contact us to schedule an online demo.* —————

*“ActiveStrategy understands that the project is really more about the business culture than it is about software — it’s changing the process by which we set goals, evaluate goals, identify tactics to address the shortfalls, and optimize opportunities.”*

— Senior Vice President, Kaiser Permanente



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