

Enterprise Transformation – ET™ ***Transforming your Operations while Growing your Business***



Achieving a profitable bottom line while growing your top line is what the MRC Enterprise Transformation or “ET” achieves by combining some or all of the Lean6™ bottom line components and the Business Growth Services top line components.

The ET-Enterprise Transformation is a comprehensive detailed three phase strategic planning process that includes: (1) an intense DISCOVERY phase with specific internal and external assessments; (2) a comprehensive executive and departmental BUSINESS PLANNING effort; and (3) IMPLEMENTATION guidance of defined actions obtained from the results of prior two phases.

Three Phase Approach

PHASE 1: DISCOVERY: The first step in the Enterprise Transformation Process includes a combination of assignments and exercises that allow you to “Discover” where your company currently resides within your operation on several key components. This first phase establishes current data and company issues that are researched internally and externally to form the foundation for educated marketing decisions based on research, documented trends, and market assessments.

CORE REQUIREMENTS: The following core requirements are mandatory in the Discovery Phase for an effective results oriented ET program. However, where defined segments have been recently conducted as point solutions by MRC, that portion of the assignment should be reviewed by the project manager for relevance to the assignment. If the data from the point solution remains current and supports the ET, the total project costs can be adjusted.

The Core **Activities MUST include** all of the following to be considered an ET:

- **CULTURE ANALYSIS:** The Culture Assessment is a *Lean* focused employee survey with results analyzed horizontally throughout the company at the management and employee level. The results are held in strictest confidence and cannot be tracked back to any individual employee. The data collected is analyzed vertically by department group resulting in a candid discussion of the strengths, weaknesses and opportunities.
- **FINANCIAL ANALYSIS:** The Financial Analysis is *Lean* focused conducted via personal interviews of the financial staff and executive management team. This data collection and analysis are keys in determining the financial strength of the company to better budget for growth and future operational changes.
- **LEAN ANALYSIS:** This analysis is process improvement focused and evaluates where the company’s executive staff and employees are currently positioned with regard to a lean philosophy and execution position.
- **MARKET ANALYSIS & RESEARCH:** Secondary and primary research will be conducted to validate market position, needs in the marketplace, and opportunities that could be explored for future growth.
- **EXECUTIVE TEAM I-OPT SURVEY:** The I-OPT Survey is a tool that provides valuable team insights. It allows each person to know how they process information as an individual, in a team and possibly as a leader.

OPTIONAL ACTIVITIES: Optional activities can include Life Cycle Assessment, Dashboard Financial Display, Incentive Reviews and Assessments, and Six Thinking Hats Process.

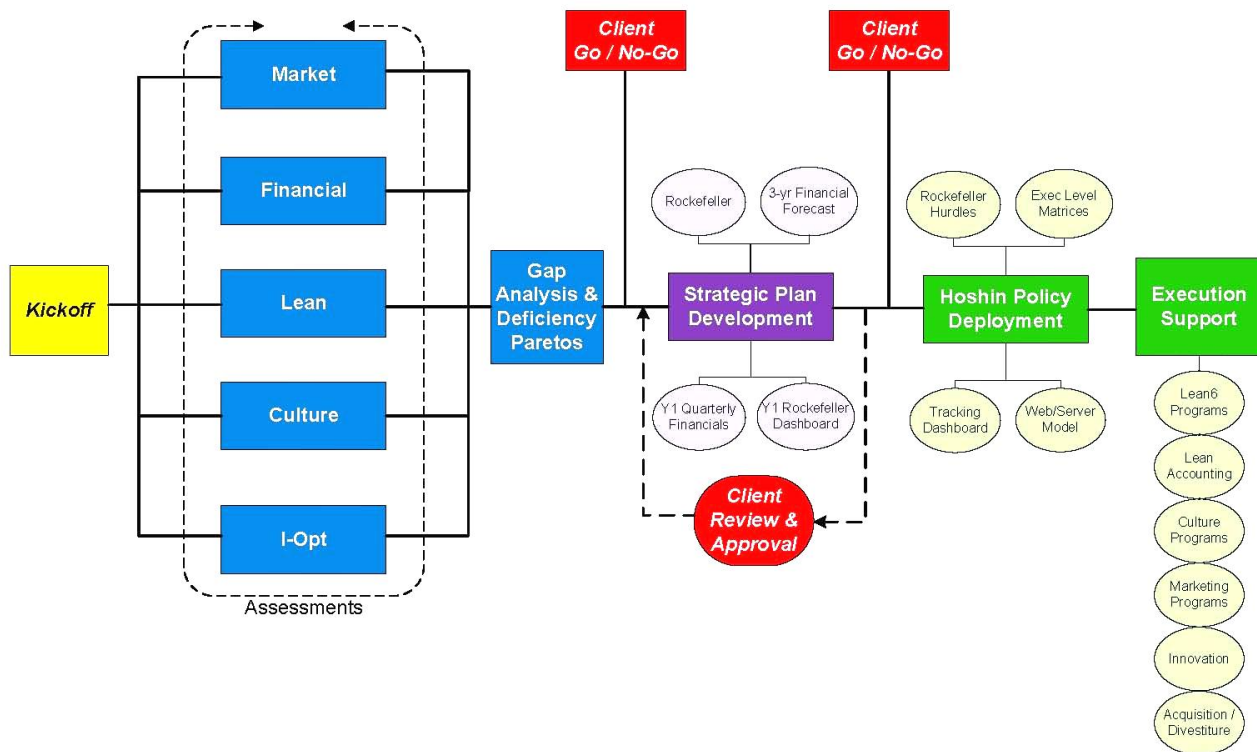
PHASE II: Strategic Business Planning Phase – The strategic planning process includes the facilitation of the development of workable action strategies with a special focus on your key business areas including: (1) Products/Services, (2) Sales Development, (3) Promotional Development, (4) Branding and Placement, and (5) Value Added Positioning. The planning process is an ideal blend of proven techniques: ‘Six Hats,’ Basic Strategic Planning and the basics of Rockefeller Habits. The ‘Six Hats’ process helps keep the company’s focus on Mission, Vision, Goals, Objectives, Brand Promise, Strategies, and Action Plan developed for Implementation.

PHASE III: Plan Implementation Phase – The final phase is the culmination of all the hard work in Phase I and Phase II. MRC serves as a coach to guide you through the identified implementation steps of your Action Plan.



MRC Enterprise Transformation

Process Outline



For further information, please feel free to call Ralph Burns at 610-758-4597 or email him at ralph@mrpcpa.org.

