

The Mechanism™

The Mechanism™ is a virtual device comprised of processes and tools that facilitate enterprise-wide change and transformation. It has emerged over the last decade from an array of client experiences conducted in a spectrum of industries and involving a wide range of business challenges.

Tenets, Principles and Beliefs

The foundation of The Mechanism™ is a heartfelt set of tenets, principles and beliefs. More than anything, these are the true differentiators of the approach and include:

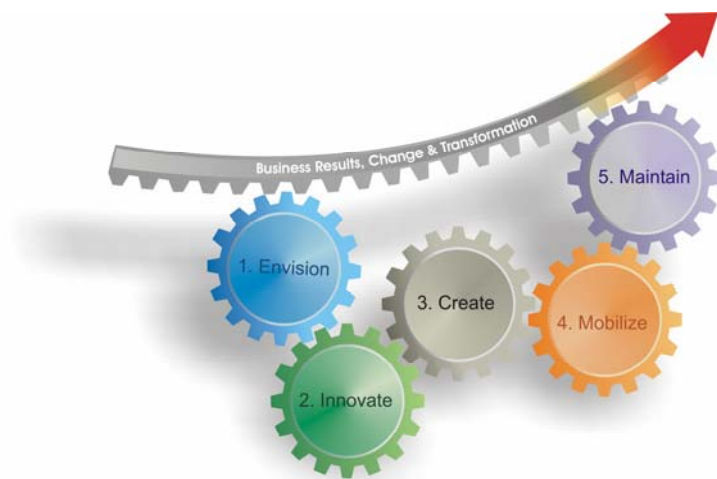
Don't Pay Us to Learn What You Know – The respect we have for our client's business knowledge is embraced in this first tenet. From experience, we know that our clients have a better understanding of their customers, competition and trends than any outside consulting firm. The approach does not begin with the typical 'as-is' or 'current-state' assessment. (This is usually a means by which a consulting firm can get paid to learn what you already know.) Instead, the first step, Envision, leverages and amplifies the power of the company's inherent knowledge with outcome-based thinking. The first step to the future is to breakaway from the present.

Imagination is the Gateway to the Future – Although knowledge and experience are important they define 'what-is' and by themselves will perpetuate meritocracy.

Shifting Gears

The five stages or 'gears' that define The Mechanism™ include:

- Envision Defines and builds consensus on the desired destination and mission-critical business priorities while ensuring the framework is established to ensure success.
- Innovate This step innovates the pathway to reach the destination and generates the initial solution set.
- Create This details the specifications of the most desired pathway in terms of business process, organizational needs, application systems and technology.
- Mobilize Using the detailed specifications, this step entails the actual implementation of the solution.
- Optimize Once implemented, this step ensures the solution is optimized with upgrades, adjustments and maintenance as required.



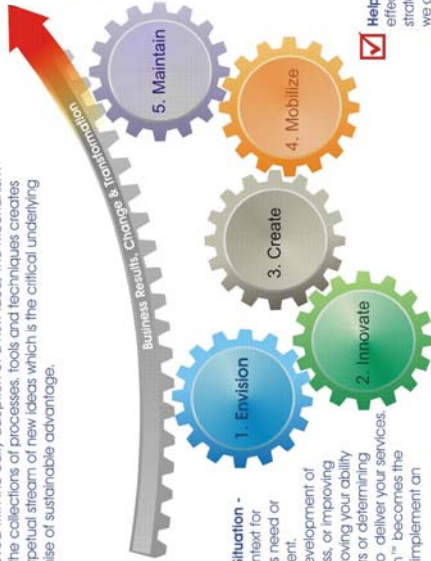
Flexibility, Adaptability and Scalability

Collectively, these gears represent the solution life-cycle. It begins with a business challenge or opportunity, involves the conception of an idea and concludes with implementation of the desired solution and the realization of measurable results.

The tenets, beliefs, process, tools and techniques inherent in The Mechanism™ are easily applied to any situation in any industry. From improving sales, developing new products or process rejuvenation to developing business and technology strategy, The Mechanism™ harnesses the energy of a company by revealing opportunities otherwise obscured by habit to drive innovation and measurable business improvement.

Five Things We Want You to Know About the Mechanism™

Creates Sustainable (not simply temporary) Business Advantage - Unlike temporary advantage which can be achieved with the early adoption of a new idea, The Mechanism™ and the collections of processes, tools and techniques creates a perpetual stream of new ideas which is the critical underlying premise of sustainable advantage.



Deliberately and Purposely Transforms How You Think - From the executive suite to the front-line employee we utilize a set of tool and techniques that will exercise your imagination to change the way you think about your business and see new opportunities otherwise concealed beneath the facade of habit and perception.

It Scales and Adapts to Any Situation - As The Mechanism™ is the context for innovative thinking, a business need or challenge becomes the content. This need could involve the development of strategic plans for your business, or improving revenue performance to improve your ability to attract and retain customers or determining and more innovative means to deliver your services. In every case, The Mechanism™ becomes the catalyst to quickly derive and implement an innovative solution.

Helps You to Stay on the Right Track - After effectively focusing your company on the strategies that are critical to your success, we quickly align and rationalize the organization's current assets and initiatives. This ensures the proper linkages between activities which exist to drive desired business outcomes, while managing your company's capacity to change.

Generates Meaningful Business Results - Whether it is impact to your P&L, balance sheet or cash-flow, everything we do is linked to create a desired business outcomes and value. By effectively establishing an environment that fosters excitement and ownership for change, a framework of well articulated and measurable goals and ensuring individual accountability, we are able to generate results.



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