

## **Monitoring Your Business™**

*What will achieve the vision for your business? Are you monitoring the right things?*

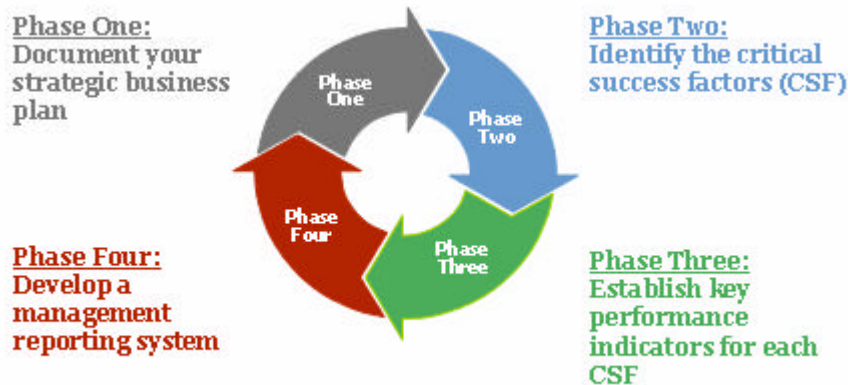
Many businesses do not have their vision clearly defined. Those that do often don't know what they need to do to achieve it. Do you know what you need to do to achieve your vision? Are you sure you're monitoring the right things?

To effectively drive your business you need to first start with a vision. You then need to figure out what will drive the success of your business. From there, you need to constantly measure those factors that drive success, by doing so you will ensure proper management of your business.

*How can Monitoring Your Business™ help?*

Few businesses ever achieve their full potential. In most cases this is because they fail to focus on the things that are really important. To effectively manage a business you need to first have a plan for that business, and then you need to measure the success of that plan. This is what Monitoring Your Business is all about.

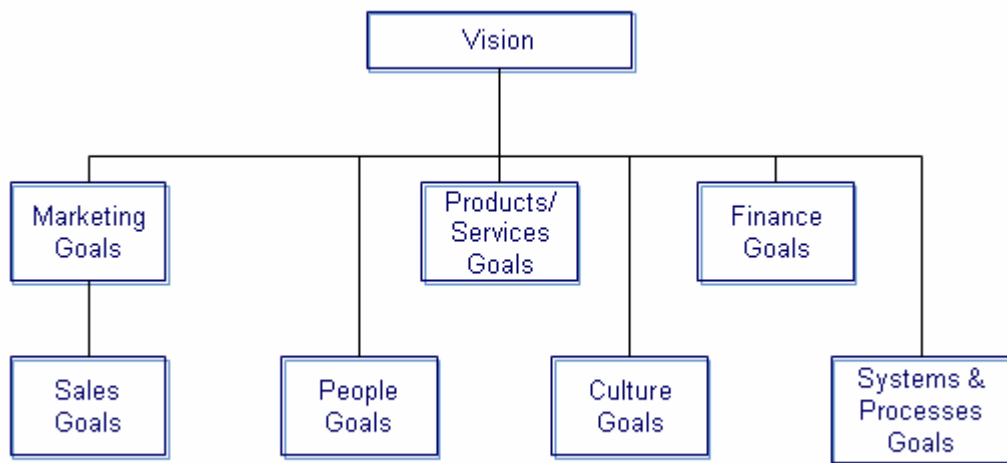
### **Our four phase approach to Monitoring Your Business™**



The first phase of our approach involves understanding what your strategic business plan is. The second phase involves identifying the critical success factors to achieve your vision and the goals of your strategic business plan.

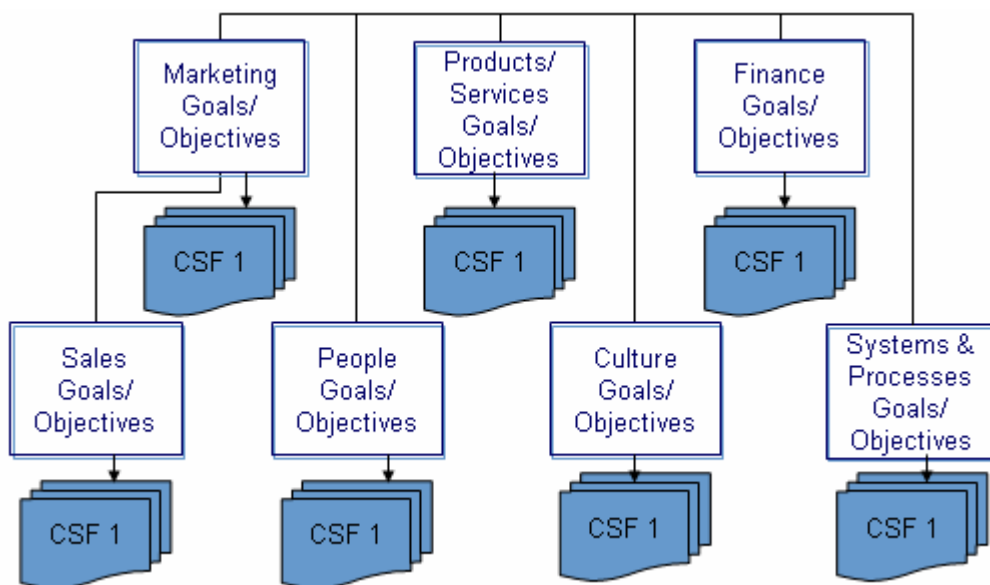
Next we work with you to establish key performance indicators for each critical success factor. The last phase of our approach involves developing management reporting systems so you can monitor those KPIs on a regular basis.

## Phase One: Document your strategic business plan



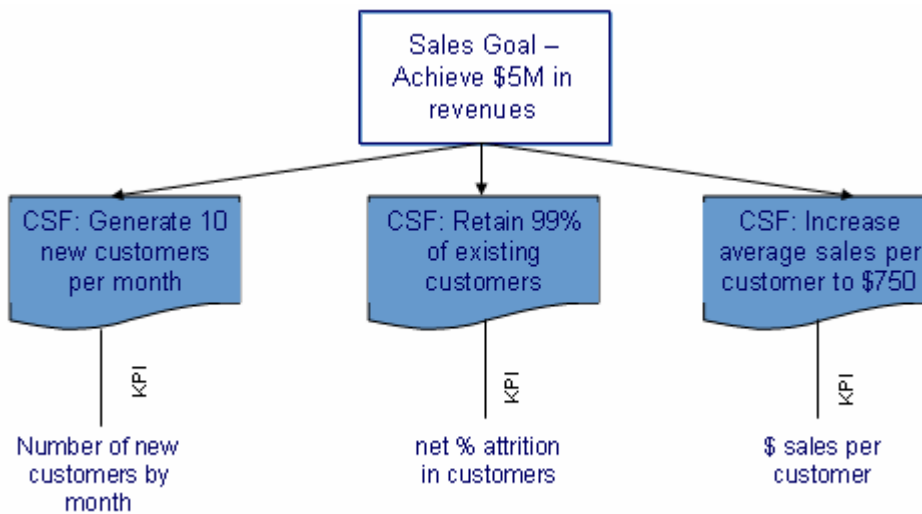
In Phase One we document the business' strategic business plan. The vision of the business is described in terms of goals for each key area. Each goal can then be translated into an objective that can be measured.

## Phase Two: Identify the critical success factors



In Phase Two we develop CSF(s) for each objective that has been identified as part of the vision. It is possible that one CSF may satisfy two goals – this shows the intertwined nature of the business management.

### Phase Three: Establish key performance indicators for each CSF



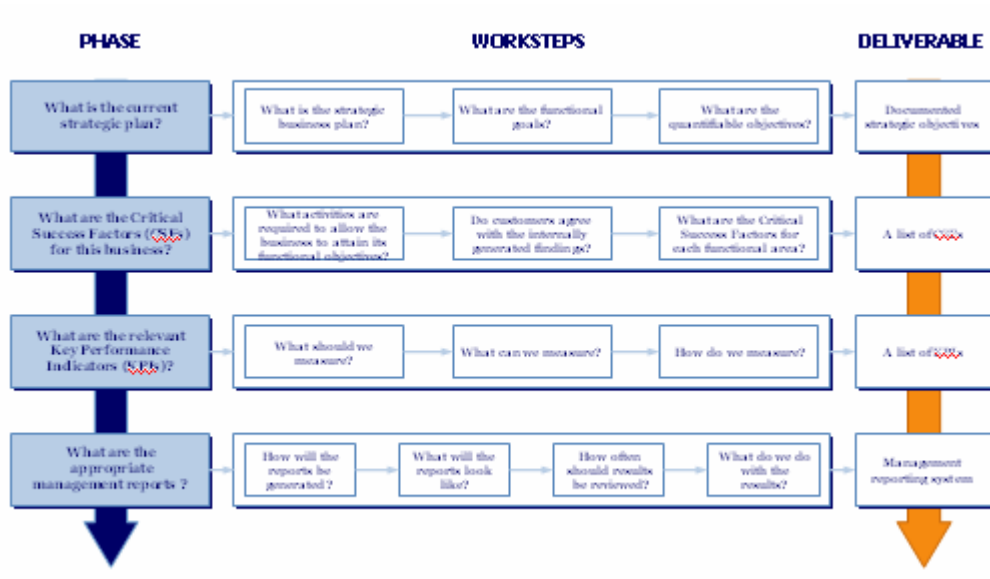
Key Performance Indicators (KPIs) are measurements of how well CSFs are being achieved. KPIs need to be measurable and each is a nexus to a CSF. One of the biggest mistakes businesses make is establishing a set of KPIs that are not measurable or that measure the wrong thing.

### Phase Four: Develop a management reporting system

The fourth phase in our process creates a management reporting system to ensure proper monitoring and review of the KPIs. A review process also needs to be established to ensure proper attention to the metrics as well as proper escalation when necessary.

### **Our comprehensive workplan**

Here is the overall workplan and approach for a consulting engagement like this.



## Our firm

ROCG is an international consultancy with offices in USA, Canada, United Kingdom, Ireland, Australia and New Zealand. Our emphasis is on bringing growth and success to Privately Owned Growth Enterprises.

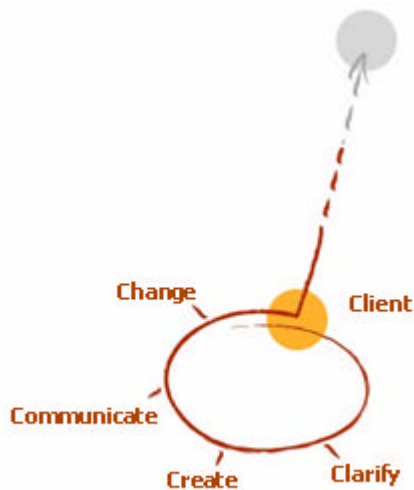
No other consultancy in the world is focused on providing solutions to this critical segment – your segment, of the business market.

## Global reach, local delivery

The international presence of ROCG gives us a breadth and depth of knowledge and experience to bring to every engagement. Through this network of over 150 qualified consultants, we can draw on the knowledge of experts around the world who have experience in the type of work you are considering today.

Based on our experience, no business problem is unique – it has been solved somewhere before. And we can bring that experience to you to ensure we provide you with the right solution to satisfy your specific situation.

## Our consulting philosophy



Our goal is to help **clients** achieve superior performance and build sustainable value for their business. This approach involves:

- Bringing **clarity** and insight to current business issues
- **Creating** solutions that deliver actionable outcomes
- **Communicating** throughout the process to ensure stakeholder involvement
- Supporting your organization through the **changes** required for success.

We have a range of proprietary consulting products and processes that we use at each stage of the consulting cycle to ensure that we deliver the right solutions for your enterprise.

### **Why you need to do this**

Business owners have a key responsibility to map out a plan for their business. Any plan needs a supporting strategy and monitoring system (with measurements and targets) to make it happen.

Establishing a structured, regular reporting system can get you the information you need to take control of your business and guide it where you want it to go

We hope you will decide to pursue this critical activity. We have extensive experience doing this type of work in your industry and can support you in making it a success.

For Further Information please contact:

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