



Bulletin

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3D Diagnostic Paints 'The Big Picture'



Strategic planning is a critical element of long-term business success, and the first step in any plan is to have a clear understanding of where your company is, what it is doing, and how well it is

doing it. Only then can you begin to determine whether what you would like to achieve going forward is realistically doable, and what it would entail to make it happen.

To help company leaders tackle the planning process successfully, Idealliance has introduced its 3D Diagnostic Program, comprising three tools, each designed to provide a thorough understanding of a company's performance from a unique point of view. The program includes the association's Management Plus™ Questionnaire and Leading Indicators™ Benchmarking Service, as well as the Customer Pulse customer survey from Survey Advantage.

Each is a proven method for accurate information gathering and analysis. When used in concert, they form a comprehensive understanding about a company and provide critical knowledge on which to map a strategy for greater growth and profitability.

Performance Analysis

The Idealliance Management Plus™ diagnostic is a questionnaire completed by company executives and managers. They can use it to mine for answers to key business areas and obtain a performance scorecard, judging their operations against industry standards. This is the view from inside, an analysis based on performance criteria as reported and understood by management.

The questionnaire asks companies to review specific parts of their operations in nine key areas: internal control systems; financial performance; marketing/sales plan; business planning; human resources; environmental and safety concerns; quality control; community/industry affairs; and vendor relations.

Financial Benchmarking

Idealliance's Leading Indicators™ benchmarking service provides a critical analysis of company performance in a dozen key financial metrics on an ongoing basis. It is a real-time profile of a company's performance in essential areas such as revenue growth, productivity, and profitability.

The Leading Indicators program, sponsored by Konica Minolta, shows where a company is today so it can base its decisions on the best information available right now, not on data from six months or a year ago. It is an objective view, not dependent on management- or customer-filtered perception, which looks at performance facts and figures and how they stack up when measured against similar companies and the industry at large.

The Customer Pulse Survey from Survey Advantage is a view from the outside—your customers. It is used to assess customer satisfaction and loyalty, showing not only how your customers rate your performance but how willing they are to recommend you to others.

Companies can work with Idealliance business advisors to use these tools for annual strategic planning or whenever they seek to grow or enter new markets, increase profitability or productivity, gain a competitive advantage, streamline production, or even resolve ownership issues.

An advisor works with a company to research the situation, analyze the results of the 3D analytical tools as applicable, offer advice, answer questions, and work to further the client's interests until its aims are achieved. Other advisors are brought in as needed and all arrangements and discussions are strictly confidential.

For more information, contact Ideadvisors Managing Director Mike Philie at mphilie@idealliance.org or (703) 837-1090.



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