



SMALL BUSINESS ASSESSMENT WORKSHOP

ALL ORGANIZATIONS ARE PERFECTLY
DESIGNED TO GET THE RESULTS THEY GET

"After attending, I felt like someone had turned on the lights in a dimly lit room. For the first time I truly understood how our company functioned and what we needed to do to improve our performance."

Program Participant,
Coach Leatherware

Experts say you manage what you measure. Unfortunately, many small businesses lack the knowledge of what to measure, or don't have the time to research how to do it. This leads to missed business opportunities, problems attaining financing, difficulty attracting new customers and problems with growing the business.

Our workshop focuses on small businesses, delivered through a series of three hour sessions, spaced out over several weeks. This format allows attendees to manage their time, while actually practicing the techniques learned during the sessions.

By attending this program you will learn a model that reduces the complexity of your organization to the seven key elements that lead to improved business performance.

Learning these seven elements enable you to diagnose current performance, know why and how to make improvements. You receive and keep course materials that enable you to repeat the assessment annually, or whenever you need to.

FLEXIBILITY – The workshops are modularized so a schedule can be set to minimize work disruptions and allow topics to be prioritized based on needs.

COMPETANCY BASED – Participants come out of each workshop with skills and competencies that they can immediately use to improve performance.

SPACED LEARNING – The workshops are spaced over time to allow the participants to use and master the material between sessions.

STATE OF THE ART MATERIALS – The participant workbooks become your reference library. They are the best on the market today to ensure ease of use, reuse, and sharing with team members.

COMMON APPROACH – Team training gives your organization a common language for thinking about, and approaching issues related to managing the business.

What You Will Get From the Program:

During this program you will:

- Learn a simple, repeatable model for understanding your business.
- Assess your current performance in a standardized manner.
- Benchmark your performance relative to other businesses.
- Develop an understanding of your strengths and weaknesses.
- Prioritize the top opportunities for improvement.
- Develop improvement plans.

Structure and Format

This is a very "hands-on" program. During each module, you will:

- Learn the meaning of one of the seven elements of performance.
- Assess your organization's performance on this element.
- Discuss your findings with the larger group for greater understanding.
- Summarize and identify key improvement opportunities.

The program is delivered in a modularized format (2 1/2 to 3 hours per module). This program gives you things to work on between modules that will involve key people in your organization.

Alidade MER, Inc. is a professional services firm providing high quality content, methods and training materials to public and private organizations

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Module 1: The Transformation Model

- Define what is meant by “assessment” and understand its purpose
- Learn basic assessment principles
- Learn the Transformation Model as a tool for assessing a small business
- Apply the Transformation Model to a case study

Module 2: Current Results

- Review and understand the current financial/cost structure of the organization
- Summarize your organization’s key areas and performance
- Assess current business results

Module 3: Business Environment

- Review current market conditions and key competition issues
- Identify key customers, and their expectations
- Evaluate current market conditions
- Review the strengths and weaknesses of key competitors

Module 4: Current Strategy and Core Ideology

- Understand why a business strategy is important
- Analyze the business strategy within your organization
- Analyze the core ideology within your organization
- Refine your business strategy and core ideology

Module 5: Core Process

- Learn the elements of simple core process mapping
- Map the core process of your organization
- Identify problems or risks within your organization’s core process
- Measure the efficiency of your core process and understand issues to be addressed
- Describe and analyze the computer information system that supports your core process

Module 6: Organizational Structure

- Understand the importance of organization structure
- Identify how you are currently organized and why (functions, departments, team, etc.)
- Develop an diagram of how your organization really works; use it to train new team members
- Summarize key structure issues and develop improvement plans

Module 7: Systems

- Learn about coordination among team members
- Understand how to put personnel development systems in place
- Identify strengths and weaknesses of your coordination systems
- Identify strengths and weaknesses of your development systems
- Summarize issues and develop improvement plans

Module 8: Culture

- Survey the work climate and morale in your organization
- Determine the current level of job satisfaction
- Identify common management and worker attitudes, practices and beliefs
- Identify strengths and weaknesses, and understand where to make improvements

Module 9: Opportunities and Plans

- Summarize key issues from Modules 2 through 8
- Identify strengths, weaknesses, and improvement issues
- Prioritize the biggest opportunities/issues to address
- Develop a list of improvement initiatives
- Create a time line for improvements
- Learn how to set up and manage project teams