

The Effectiveness Company

Insourcing & Outsourcing Products & Services



“Never doubt that a group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

Is your organisation suffering from variable performance, demand volatility, operational inflexibility or low service levels? Are you keeping up with global competition and maintaining your market share? Are you leveraging the latest information technologically? Are you meeting your current business objectives? Do you even have the time to concentrate on your core business activities without worrying about staff problems, or back office issues?



EFFECTIVENESS COMPANY

It is a fact that shareholders value strategy implementation way above strategy itself.

Ten years ago the demand for implementing new ideas existed, but not in the same intensity as it does today. Perhaps out of 20 plans presented to the board, only a quarter were actually implemented, and even then, there were relatively flexible time restrictions. Today, out of 100 plans presented, pressures exist to implement and execute up to 90 of them, all within a limited time frame whilst ensuring correct processes, systems, measures and outcomes.

So how do companies now manage this new demand?

Implementation capacity is now highly sought after. But it is not so easy to change your department/organisation into implementation mode - huge change and increase in capacity and capability are just a few minimum requirements.

The Effectiveness Company team are implementers. The Effectiveness Company team doesn't talk about the idea, we execute it. This means that your organisation can compete in the fast paced world of business because you have the ability to not only respond to, but execute changing demands; and this is where The Effectiveness Company's unique operational implementation toolkit raises the standards.

We use Total Quality Management Processes underpinned by strong IT software, to ensure the client's objectives are met by constantly initiating, implementing and managing these initiatives. Thus, The Effectiveness Company has the unique capacity to implement the "whole picture" and not just the basics. We take over the operational pains which a company experiences, provide the solution and then run and manage it from an outsource perspective - thereafter, leaving the continuous problem of results and productivity with the outsourced partner.

Alternatively the tools can be licensed to the client for self or assisted implementation to achieve similar/same results.

Our management methodology, based around the implementation and review of "Outcomes Based Processes" and best practices, ensures that what we deliver are predictable results. By clearly identifying the inputs, resource requirements, measurable outputs and management review points, we enable the operation to then be clearly managed against a clear set of performance criteria.

Together with the client, we then agree upfront as to the cyclical review periods required, be they daily, weekly, monthly or a combination of these. It is this approach to the alignment of processes, the setting of clear performance criteria and the overall management of the function in question, that allows The Effectiveness Company to not only deliver the desired results but to also strip out the associated hidden people and process costs, as well as all inefficiencies.

In each case, The Effectiveness Company takes on the client's entire operation or parts thereof (based on the clients' requirement) for the function in question, including the people. The Effectiveness Company then invests in improving processes, raising the skill and effectiveness of the work force, the introduction of world-class management systems, and the implementation of technology to enforce the measurement and delivery of the complete operational process, and then runs and manages from an outsourced or insourced perspective.

From an insource perspective the tools are implemented and trained into the operation and supported to ensure continuous delivery.

Where we are different:

Every organisation should be looking for growth, but must also devote as much time to making the current business sustainable.

The basics around management of operations and day to day activity to create the sustainability, are however boring, whereas new projects, ideas and innovations create excitement. There is definitely no shortage of fantastic ideas and new concepts, equally there is no shortage of Managers who are eager to use these ideas. There is however a shortage of operational implementation people or capabilities.

The Effectiveness Company difference is the operational excellence around implementation that definitely provides a competitive advantage to all organizations.

The Effectiveness Company does not provide a new management fad, The Effectiveness Company provides the operational toolkit that focuses on less tools that work effectively rather than too many tools that don't.

Our relationships are built on trust and the understanding that the highest form of quality and standards are always attained and maintained.

More importantly The Effectiveness Company continues to improve existing functions through its tested processes, methodologies and controls. Thus ensuring that clients receive increased levels of output from existing functions.



Why we deliver maximum results for you:

- We are proven specialists in the area of business operations, the management of operational performance and the development of operational skills.
- We implement a management methodology of Predictable Outcomes™ measured at each process level to ensure delivery of the business results required.
- We are committed to, and invest, in reducing the actual costs of operation for our clients on an on-going basis – always passing back the operational cost saving to the client.
- We implement our own operations management software to enforce process efficiency and quality.
- We implement our own software to provide total transparency of operations and performance to our client.
- We enforce a cyclical evaluation process that enables our client to re-direct The Effectiveness Company's or their priorities within very short time-frames.

"At The Effectiveness Company we are driven by accomplishments; and although client value is conceptualized in planning, it can only be realized through successful implementation."

Implementation is also a function of capability, as highlighted in our product and service offering.

The Service Areas

Field Services

The focus of Field Services is to achieve service targets and to drive the sale or service of the clients' products through market support and support junctions to the channels of the client. Classic examples would be: customer service, stock, point of sale, branding, merchandising, on-site training, data collection, research and problem solving on behalf of our clients.

Back Office Administration

Traditionally, the Back Office has been seen as a capital intensive and resource consuming cost center. It is, however, a necessary function in the expediting of value delivery - whereby the repetitive and time-consuming administrative functions and processes are needed to provide timely and accurate information. Back Office Administration is vital in order to ensure that customers are serviced, staff are organised, suppliers are paid and problems are resolved. Back Office Administration relieves the administration burden and allows organisations to focus on their core competencies.

Customer Branded Universities

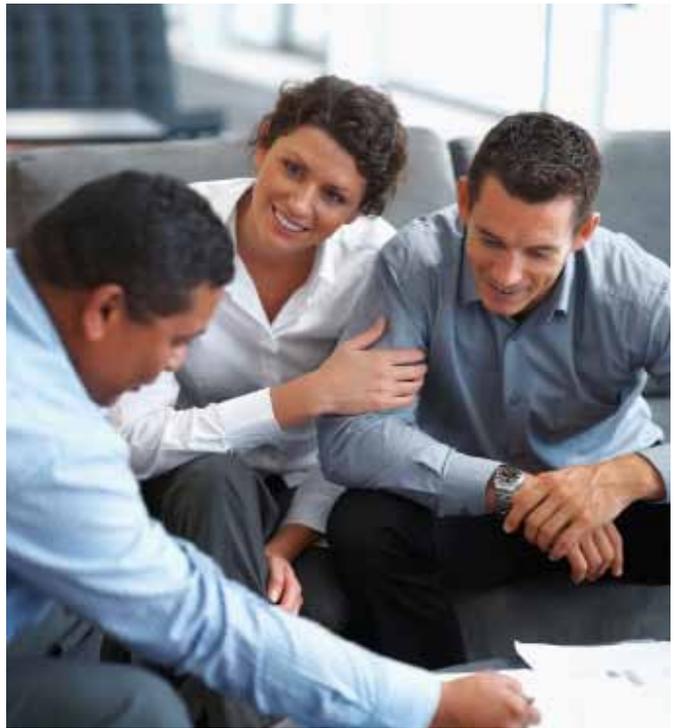
The Effectiveness Company, via its Customer Branded Universities, provides a total training solution with emphasis on product, skills training and self-directed learning. The focus is on the provision of product programmes that uplift the technical knowledge and expertise of delegates surrounding specific products, whilst Skills Training courses within the university concentrate on multifaceted areas to [form the skills necessary to convey the message; negotiate, handle customers effectively, and convert the sale, to such specific required skills such as financial management for non-financial managers. The Effectiveness Company offers everything from identifying training needs, developing programmes, and training - to exams, certification and ultimately feedback to ensure that all objectives have been met.

Human Resources

The Effectiveness Company offers clients the opportunity to leverage the Company's competency, systems and economies of scale, to ensure that the organisation maximises its return from its Human Resource strategies. Through The Effectiveness Company's Human Resource services, companies are provided with a single delivery capability. Thus providing the company with greater value by having all the costs under one roof, and providing employees with better services through a single point of contact for the range of services being offered. These services could include daily management in areas such as recruitment, induction, skills development and IR related issues.

Outsourced Labour Management

Management Business growth is usually accompanied by an



expanding payroll, increasingly complex benefits and an explosion in government reporting requirements. The Effectiveness Company's Labour Management services allow companies to focus on their core business whilst The Effectiveness Company manages all day-to-day aspects associated with the management of staff. The Effectiveness Company manages all labour and IR issues and gives the client access to professional labour consultants, as well as access to a pool of specialist employees at short notice and on a flexible basis. Outsourced Labour Management provides clients with a flexible, off-balance sheet head-count solution.

Contract & Tender Management

Only too often the tender and contract management process is either non transparent or badly managed, resulting in poor delivery, hefty fines, poor relationships between client and supplier and corporate governance. Through this solution, we apply state of the art tender and contract management technology and back office support functions to not only manage the entire process but also to manage the outputs of the contract or project thereafter.

Introduction

"Regardless of how you define success, mediocre performance is unacceptable, and excellent performance is your minimum requirement."

As an executive or manager you'll probably agree that the business climate over the last few years has presented some of the most difficult management challenges ever faced. Today, no business or part of a business is safe from competition. Survival is completely dependent on your organisation's ability to do many things well. You seek not just better, but the best quality. Not just better, but the best customer service. Not just better, but the best response to changing market and customer demands. Not just some, but total flexibility and a distinctive difference.

At The Effectiveness Company we are in the business of delivering maximum performance for our clients. By taking away the burden of non-revenue generating and repetitive activities we free up your management's time and allow them to focus on core issues, whilst simultaneously adding value and decreasing costs. Ours is a Total Outsourcing Solution, delivered at a world-class level.



Over time we have developed methodologies unique to our business. Coupled with our constant investment in technology plus our maximum performance expectations from our employees, we ensure that whatever function you have outsourced or insourced to us delivers Predictable Outcomes™ (controlled results pertaining to a particular output as determined by the client) and measurable results and ultimately contributing to your organisation's overall business success.

“Given the number of high profile corporate failures which have been caused by inappropriate structures - and the consequent breakdown in their system of internal control, effective and efficient implementation is not only a minimum competitive requirement but is also a real issue in terms of an organisation's adherence to good Corporate Governance standards. Good Corporate Governance is proven to be a significant contributor to shareholder value.”

The Effectiveness Company is an operational implementation company uniquely placed in the market to provide a high level, total end-to-end implementation solution. Typically, clients employ highly qualified MBA strategists, equipped to bring all the latest ideas and theories to the boardroom. Sadly though, these expert theories seldom make the grade because the organisation lacks the operational implementation staff and capacity to successfully follow-through and execute them.

Research shows that organisations have typically recruited up to 98% of their staff with either specialist and/or managerial skills (specialist referring to the likes of IT, Finance and Marketing, and managerial referring to co-ordination or people management capability). Operational implementation skill has rarely been given a thought.

You will no doubt have found small pockets (departments) inside organisations that always deliver consistently. When you pose the question as to why, you will generally find that the department is headed up by a person who also uniquely happened to have the implementation skill - this was not by design but generally by default. The fact remains that only 2% of staff deployed in organisations actually have an operational implementation skill.

It is within this 2% that The Effectiveness Company supplies its services. The Effectiveness Company steps in and creates a bridge between valuable strategic expertise, and even more valuable business results through operational implementation services.



The Effectiveness Company is an outsourcing company within the business transformation outsourcing space obsessed with providing “operational implementation excellence” on an on-going basis. By following strict Total Quality Management principles that are managed daily via automated IT systems, The Effectiveness Company delivers Predictable Outcomes™, meaning The Effectiveness Company achieves successful, planned, and clearly measured business results for the client. The Effectiveness Company's Total Quality Management has reached such high standards that The Effectiveness Company has been awarded the BSI ISO 9002 accreditation for quality.

The Effectiveness Company's automated IT systems provide a unique “Red Flag” system to the client, which enables the client to have real-time, accurate information on any problems and issues. The client has ultimate control over their business, as this web-based reporting system allows them up-to-the-minute information on which to make decisions.



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