

The Effectiveness Company Operations Management Methodology



**“Good intentions are not good enough... ultimately we are measured by our actions.”
-Source Unknown**

The Effectiveness Company’s world-class Operational Implementation and Management Methodologies use work-flow, processes and automation to give The Effectiveness Company a unique edge and a total outsourcing solution that guarantees fast, quality and predictable business results.



EFFECTIVENESS COMPANY

As the technological revolution continues, The Effectiveness Company is committed to exploiting innovations to continue to refine, and improve, the tools that are then made available to the operations management and workforce.

This passion for the application of technology to the process will continue to result in increasing cost reductions and higher levels of consistency and quality.

The Benefits

The Effectiveness Company differentiates from the competition by going beyond traditional outsourcing limits; by providing a Total Outsourcing or Insourcing Solution to ensure professional, quality results for the client. Detailed below are some of the reasons why companies outsource or insource services to The Effectiveness Company:

- The Effectiveness Company provides value faster, more cost effectively and professionally.
- The Effectiveness Company is a BSI ISO 9002 certified company with relentless obsession for quality of implementation.
- The Effectiveness Company's constant operational innovations and efficiencies, reduce the cost of delivering service on a year-to-year basis, and these are passed on to the client.
- Value added solutions are applied through the implementation of effective Information Technology.
- Red Flag Systems alerts the client of any failures in process, which aids in immediate responsive action.
- Predictable Outcomes™ - by monitoring results daily and taking corrective action immediately, outcomes are achieved.
- Total End-to-end Outsourcing and Insourcing Solutions - The Effectiveness Company has full oversight over the entire operation, ensuring optimum effectiveness of staff and measured results.
- Transparency - The Effectiveness Company assumes the corporate identity of the client and aligns itself with the corporate objectives.
- Cutting edge technology - immediate and online access to data, enabling proactive and strategic decision making, 24 hours a day.
- Sharing risks - allows the client to share financial, human resource and operational risks.
- Implementation, rather than consultation.
- Frees-up time for senior management to concentrate on core business activities.



Focusing on Operational Process

The Effectiveness Company is probably the only South African company that focuses exclusively on Operations implementation or execution. The company prides itself on being an "Operations Implementation" company delivering Predictable Outcomes™ and year-on-year "Continuous Improvement in Process".

The results for all The Effectiveness Company's customers are quantifiable and significant productivity improvements, provide quality, a reduction in life cycle changes and improved return on investment.

We need to translate the good ideas quickly

Most of us are aware of the adage - "It's not how good the idea is but how well the idea is implemented that counts" – and nearly all of us believe it. However, in nearly all companies the investment in the operations process is secondary to market or product innovation.

In previous decades there existed the opportunity for the operations departments to "get it right over time". Process was rarely documented, training was on the job and management of performance was at the departmental level and individual procedure was often left to the operator. Consequently, operational performance was variable at best and the results or outcomes far short of expectation.

The pressure on operations process has increased dramatically. The speed of innovation, fueled by technology, strategy and product now require us to implement change in operational process on an almost continuous basis. At the same time the quality of service that customers expect has increased.

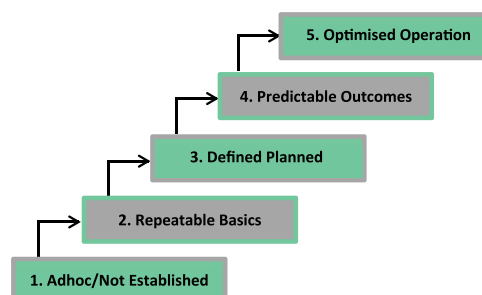
There is no longer any room to "get it right over time". Companies need to implement process quickly, effectively and know that the outcome of each operation will reach the desired level. Furthermore, the pressures in the competitive environment now mean that we can't stand back and admire our work. The next wave to drive improvements in productivity, quality and service into operations on a continuous basis arrives quickly.

The Capability Maturity Model

The software industry has already faced this challenge. Many software companies now measure themselves against a "Capability Maturity Model" (CMM) that is designed to show where they stand on a scale of performance. Although, The Effectiveness Company had taken the conventional route and gained its ISO 9000 certification and ensured it was of an international standard by achieving the British Standards Institute (851) standard, it wanted to push itself harder.

To this end The Effectiveness Company tailored the concepts behind CMM to fit with operations process and implementation.

The diagram below shows the CMM Model for Operations:



Adapted by The Effectiveness Company. Copyright 2002 Carnegie Mellon University.

In the diagram maturity increases from level 1 upwards to level 5:

- Level 1 describes an organization where the staff are left to operate on their own initiative responding to each requirement individually.
- In level 2 a basic process exists and a rudimentary management process is in place to deal with the results of operations process.
- When an operations department has documented its processes and all operators are required to operate the process in the same manner then that organization will have reached level 3 on the model.
- Where defined process is married with a system that reports on the results of each process alerting management to individual process failure then level 4 has been reached.
- Level 5, the most mature level, has been reached when there is continual and regular evaluation of all processes with a view to improvement and therefore optimization of the process.

Independently measured, most companies' operations groups sit somewhere within levels 1 or 2. In many cases because of the individual quality of key personnel the results are good. However, even the best "operators" are now pressured by the speed of change and the need to reduce costs. Improvements in the ability to implement changes (Continuous Improvement) to operations process and then run them effectively (Predictable Outcomes) are required.

Where does The Effectiveness Company feature?

The Effectiveness Company has spent the last decade developing and refining its "operations process capability" so that it can offer a world-class Operations Outsourcing/Insourcing service to its customers. For ALL customer operations every process is:

- Documented.
- Included within an induction & training module.
- Implemented and reviewed at each operator level.
- Measured, at the individual level, by systems.
- Evaluated on a regular basis for potential improvement.

The Effectiveness Company believes that it features somewhere between levels 4 and 5 on the CMM for Operations. Therefore, The Effectiveness Company can take a company's good ideas and offer an outsourcing or insourcing service that ensures that they are implemented and operated correctly delivering the desired business results.

Generating compelling results for Customers

Over the last 5 years The Effectiveness Company has seen dramatic results, all measurable, for its customers.

In addition to these we are typically able to deliver the following overall results for organisations that we work with:

- Reduction of cost by 30%
- Removal of errors by 50%



- Increase by 400% the number of changes that can be effectively introduced.
- Increase by 100% the chance to secure the planned return on investment.

This is not an indictment of a customer's current operation or operations staff. It is a consequence of The Effectiveness Company's focus on operations capability and the development of bespoke technology solutions to automate, simplify and measure process.

With each customer The Effectiveness Company has been able to deliver planned, predictable improvements year-on-year in their operation's performance and meet the contracted predicted outcomes expected of all processes.

The Effectiveness Company has a passion for improvement and strives to translate that into better business results for each customer.

The Effectiveness Company Management Tool Kit

Any Effectiveness Company solution is built on two foundations of The Effectiveness Company Management Tool Kit - an Operations Implementation and Management methodology, and Operations Management IT Systems Solutions. The Effectiveness Company's Management Tool Kit allows rapid deployment of world-class best practice and provides delivery of Predictable Outcomes™.

The Effectiveness Company Operations Implementation Management Method

The Effectiveness Company management methodology is based around the implementation and continual review of "Outcomes Based Processes" targeted at the delivery of "Predictable Results".

The objective is to define a set of workflows that clearly identify the inputs, resource requirements, measurable outputs and management review points, that when implemented, will deliver the client's desired results.

More importantly though, the workflows and management review points will enable the operation to then be managed against a clear set of performance criteria that are built from the bottom up, enabling a total alignment of all sub-processes and processes to the desired bottom line results.

The methodology then enforces, through the Operations Management, daily, weekly, monthly and cyclical reviews that align individual “Key Performance Areas” to the “Predicted Results”.

Operations Management IT Systems Solutions

By exploiting technology, The Effectiveness Company has developed operational management workflows, process monitors, and problem tracking software that enables The Effectiveness Company to secure the greatest return from automation for the client.

As well as the substantial cost savings, automation, and the application of technology, The Effectiveness Company delivers additional benefits to the client:

- Predictable results, in terms of volume and quality, from enforced processes.
- Consistency of performance and delivery through-out the operation.
- Visible identification of deviations, problems and issues in the operation.
- Increased speed of resolution of problems identified.
- Outcomes-based workforce linked to performance evaluation.

The Solution

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 dearly measured business results for the client. The Effectiveness Company’s Total Quality Management has reached such high standards that the 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 reporting system allows them up-to-the-minute information on which to make decisions.



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