

How Will We Work Together?

Geoff Ashley & Associates is focused on helping ERP publishers and the ERP partner eco-system become more effective, efficient and profitable in their day-to-day operations. GAA has methodologies that have been proven for more than 40-years to work – especially for organizations that are transitioning from a traditional professional service driven model, to a model driven by software and services as a subscription. The differences are extreme and the need for an elegant transition is paramount.

As you would and should expect, GAA approaches every client engagement with a formal and well-defined methodology in place. This methodology will be the foundation and roadmap for our entire client-for-life relationship. It has four distinct layers with each layer being composed of several mission-critical focus areas. We call this methodology the **GAA Action Advantage!** As the name implies, it is driven by a need for, and dedication to, actionable results. Our clients are not satisfied with a bunch of “feel-good” meetings and workshops. They want GAA to drive significant changes in behavior in order to drive exceptional results. The Action Advantage does just that.

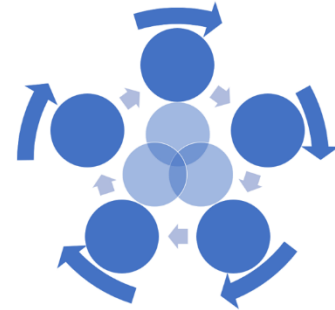


Figure 1: The Action Advantage

It All Begins with the Team: Everything we do together will have, as its core, the Team. The Team will be made up of three groups of resources, each with very well-defined responsibilities and requirements. The first group is defined as the Principal, Owner or Practice Executive (POE). This could be one person, or maybe a few partners that make up the ownership of the practice. This group is distinct from the leadership team in that they are the ultimate decision-makers and responsible entities. The second group is the leadership team. This would be the team that impacts each of the key areas of the practice such as sales, marketing, consulting, development, etc. This is the team that has to drive the culture of accountability throughout the company. Finally, we have the individual contributors. Every person in the organization will need to be involved to make this partnership, and your organization, succeed. As we remind our clients; in this industry there are no dark corners to hide in. We move too quickly, things change so often, and the need for everyone to contribute is so mission-critical that virtually every employee of the company will need to participate and be involved to some extent.

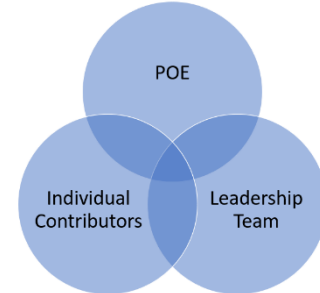


Figure 2: Defining the Team

As you review the entire **GAA Action Advantage** methodology, the placement of the Team in the center is intentional and required. Every theme, process, policy, methodology, program, tool and resource we create together will have the Team involved. Milestone events will be created for each Team – to ensure the messages were received, understood and executed.

A Methodology for Success: When you engage with GAA, you are committing to a series of initiatives that are broken out into 90-day segments. This is done for several reasons:

1. Clients will invest – for a time... Clients will invest based on their definition of success. They are not interested in paying a lot of money for results that might occur in one year or more. Conversely, if they see results in a short period of time, clients will continue to invest in results going forward. Clients will pay for value received.
2. 90-days is enough time to introduce a process, program, tool or other asset and then expect some kind of result. Time periods shorter than 90-days may not be long enough, and timeframes longer than 90-days are probably too large and complex. We need to spend time breaking them down into more manageable segments.



Figure 3: A Proven Methodology

3. 90-days is an appropriate timeframe for a team to concentrate. The whole point of the **GAA Action Advantage** program is to change behavior. Everyone engaged in this program will be doing so from within the context of their already existing job/role. They may have bad habits. They may not truly understand the role as defined (or not defined). They may not have the appropriate tools or even compensation plans. Creating an initiative to deal with these fundamental issues within 90-days will establish a pace and sense of urgency that will become part of the culture of excellence. The culture of excellence will define your organization even after GAA is done. You can't give people an extended time horizon and expect them to focus on changing habits or actions immediately. They will put it off until the last possible moment.
4. Finally, GAA is delivering complex solutions to our clients. This is not dissimilar to the experience of implementing an ERP solution. The vast majority of your services will be delivered in year one. You need the next two renewals to recoup your cost of sales and make a profit. GAA is the same. We focus on 90-day initiatives so we can deliver real value quickly, and hopefully get clients to continue to invest in results for many years to come.

Every engagement will begin with an audit. Then, working with our client, we will answer the question “What Does Success Look Like”? This would be success over 90-days. This first segment will normally focus on vision, goals, objectives, role descriptions, tools available (or missing), and most importantly, verifying if the employee has what they need to succeed? The next 90-day segments will focus on skill building, education, mentoring or coaching, presentations (internal and external), scripts, skills (in place or missing), etc. This could include changes, additions or even creation of corporate decks, demos, tools, and content. The next quarterly segments focus on systems and data. Now that the people are in place, the tools, methodologies, assets, scripts and other presentation materials are in use, we need to collect and review data. We need to verify and validate! Do you have a CRM solution? Is it being used? Are we collecting the appropriate data? Do we have the right motions defined so we can monitor progress against those motions? Our Teams have new tools, but are they using those tools effectively? Will we exceed expectations?

On-going Coaching & Mentoring

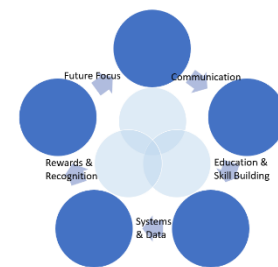


Figure 4: Fundamental Skills are Taught. Coaching and Mentoring.

At this point the “machine” is in place. Results are happening. In this final set of initiatives, we look at employee development, career paths, rewards and recognition, employee orientation, etc. We also look at the “all-company meeting”. Creation of an agenda and the appropriate message. There will be a culture of accountability and excellence in place. Every person in your organization will understand the vision and mission of the company. They will take personal ownership for their success. They will be driving you as much as you drive them!

The client now has defined motions, processes, tools, and other assets in place for each and every role we defined. You will be able to collect the data needed to be able to report on your success! And with all of this success, you will have programs in place to reward your employees. Every employee will understand how they contribute to the success of the company, and what they need to do if they want to continue to grow and evolve with the company.

In order to bring the entire relationship full-circle, we will end the first year of the engagement with a focus on the future. Business planning. Business Model Generation. We look at what is next for the company as well as the members of the Team? We work with you to prepare and deliver a stellar kickoff meeting. We audit relationships with vendors and other strategic alliances. And finally, the POE report card.

This is a very brief definition of the **Geoff Ashley and Associates Action Advantage**. As you would expect, there are dozens of different components and deliverables for each of these key layers.

If you have any additional questions, please do not hesitate to call us at:

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Driving a Culture of Excellence

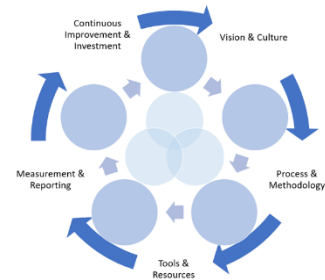


Figure 5: Driving a Culture of Excellence