

The Compass Approach

Successfully Charting Your Business
Via the Compass

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**A Unique Approach to Help Senior Executives
Focus on Operational Issues, Personal & Team Leadership,
and Building a Business Through Extended Relationships**

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The Value of The Compass Approach

Think about the impact that you to have on you business' bottom line if you could:

- **Define and Implement a killer Strategy and Goals :**
 - *Identify your business directions*
 - *Communicate it to all internal and key external parties*
 - *Get alignment and commitment*
 - *Execute it and effectively monitor it*
- **Develop a customer responsive organization :**
 - *Support your customers' needs beyond their expectations*
 - *Establish and reinforce organizational roles and responsibilities*
 - *Build, motivate and mentor employees into effective teams*
 - *Manage change for the good*
- **Create efficient and effective processes and systems :**
 - *Establish and maintain efficient processes with supporting technology*
 - *Establish linkage with customers and suppliers to speed up order and replenishment processing*
 - *Monitor, anticipate and address the impact of disruptive events and technology*
- **Establish tight relationships with your key suppliers and customers**
 - *Leverage relationships to help them be successful*
 - *Monetize, manage and reap the benefits of long term customer loyalty*
 - *Establish and encourage an innovative culture!*
- **Achieve Improved results through :**
 - *Create a responsive direction through managing goals in support of the strategy*
 - *Manage the impact of Internal and External factors*
 - *Celebrate the achievement of your desired success!*

The Compass Approach Program

Summary Concepts

Using the 4 major points of the compass, (north, east, south & west), The Compass Approach Helps You Focus on your business in the following areas:

- **North - Strategy**
 - *Establishing solid Business Vision, Mission and Critical Goals to be cascaded down to all levels of the organization and partners*
 - *Building long term relationships and communication with Suppliers and Customers*
 - *Establishing a high level of commitment with Employees, Partners, Suppliers and Customers to execute your strategy*
- **East - Structure**
 - *Creating a responsive organizational structure consistent to your market and customers*
 - *Establishing roles and responsibilities supported with team building, coaching and change management programs*
- **South - Processes, Systems and People**
 - *Establishing consistent high quality delivery practices enabled by efficient processes and systems supported by trained and customer centric employees*
- **West - Customers and Suppliers**
 - *Establishing an innovative culture to embrace disruptive events and power your business to the future*
 - *Managing Supplier commitment and Customer loyalty and Brand recognition*
- **Center - Improved Results**
 - *Aligning the direction, goals and action plans based on the 4 points of the compass*
 - *Navigating to the Future with the Compass Road Map*

The Compass Approach further incorporates over 200 thought provoking questions as Compass Points To Ponder to help an individual or an organization achieve the desired Improved Results.

The Compass Approach Roadmap

Helps Identify Opportunities for Improved Results For Your Business

The Compass Approach Roadmap, includes check points to help your organization achieve improved results between X% to X+% over time by:

- Executing specific strategic, tactical and personal goals supported by commitment across the organization and third parties
- Sharing communications across employees, customers, suppliers and other 3rd parties
- Focusing on efficiencies through coaching & mentoring, motivation, innovation and systems
- Establish lasting supplier and customer relationships

Assign & Monitor

- What type of action plan & responsibilities have established to achieve the results you identified?

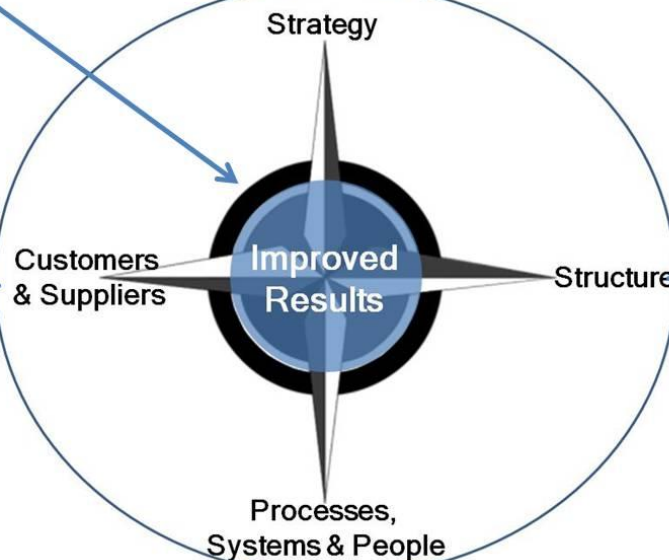
- How is your business doing?
- Where do you want to take it?
- What areas do you want to improve?
- What changes do we need to make?

How do you ensure that your Organization's

- Vision & Mission
- Critical Goal Categories
- Goals & Action Steps

Is up to date?

- What is your understanding of the dynamics of your market?
- How is your organization Innovative?
- What are your strengths & weakness with your customers.
- How have you established a supportive relationship with your suppliers?
- What is your Brand recognition in your market place?



- How do your employees, customers and suppliers rate your organization's performance?
- How does your organization embrace change? Has it been successful?
- Do you have the right people with the right skills and attitude working together?
- How do you motivate your people?

How can you confirm that your Processes, Systems and People to confirm they are aligned and operating effectively?

How do your Processes, Systems & People provide your customers with excellent service?

What parts of the business are core to your success?
Do you know who could help you?

Interested? Contact Jking@Headway-Strategies.com for a complimentary discussion on how this approach can help your business be more successful.