

asvpconsulting.com

ASVP
GROUP

STRATEGIC MANAGEMENT

*advanced **strategic** value propositions*

Simply
better results

2007
Corporate
Consulting
Profile

Who we are, and what we can do for you



Chris Blackman -
Managing Director
ASVP Group

**“After years in the corporate world and several years in strategic consulting, it became plain to me there simply had to be a better way”
Chris Blackman**

**What gets measured gets managed.
What gets managed gets done.**

Contact Details

Chris Blackman

Chris Blackman founded ASVP in 2003 after twenty-two years in corporate general management and five years of strategic consulting to some of Australia’s largest companies.

A skilled workshop facilitator, Chris leads organisations through the strategic, business, organisational and marketing planning maze, and helps teams translate their plans into action programs that are executable manageable, measurable and effective. For larger projects, ASVP will bring together a specialist team of qualified consulting partners with experience relevant to your organisational needs.

Strategic Planning is a core competency

True. In most organisations strategic planning is handled well. As you would expect it should be, after all, you know your own business.

What isn’t handled well is Execution.

In fact 90% of organisations fail to execute their strategy¹. Breathtaking, isn’t it?

One of the fundamental reasons for failing to execute is the organisation has no execution framework.

What does your execution framework look like?

Good results don’t just happen. Your key strategic objectives are delivered through proper execution of a range of input activities to ensure outcomes – and results – that meet your goals and objectives.

How can you tell if the execution is working?

More to the point: Will you get any warning, if it’s not?

How to Contact ASVP Group

Call Chris Blackman on 0418 582546
Or email chris_blackman@asvpconsulting.com
More info on our website www.asvpconsulting.com

¹ Research by Kaplan & Norton on Fortune Top 1000 companies, and published by BSCol, a Kaplan & Norton company.

Strategy. Fresh Checked Daily.

**We work with your team,
and with your existing strategy**

**To your timelines.
And budgets**

**When do your systems tell you
if it's going to be
a bad month?**

**Do you get enough time
to make a difference?**

**Or just enough time
to shut the stable door
after the horse has bolted?**

Measure. Analyse. Manage. Optimise.

ASVP Group works with your team to develop an execution framework that suits the way your organisation works.

We help your team define strategic measures from your existing strategy, and use those measures to provide your management team with a way to check the strategy is being executed to keep the organisation on track.

Strategic measures can be developed to be useful on whatever time interval is appropriate to your organisation.

As a very simple example:

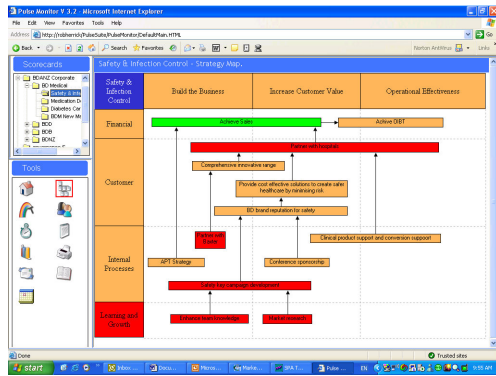
Your strategy to create revenue of \$150M per annum through one business unit means your sales group should be bringing in orders at the rate of, say, \$3M per week.

ASVP can create for you a set of strategic measures relating to order intake, call conversion, sales call rates, telephone appointment or calling cycle rates, and so on.

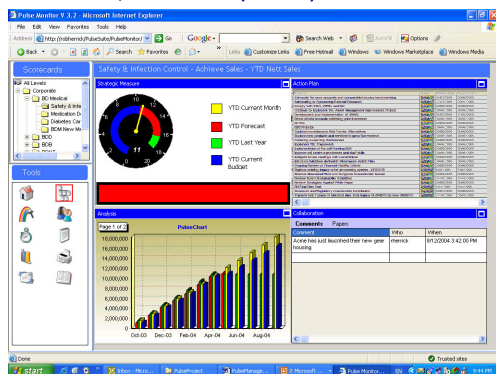
These measures can be analysed by your management team weekly, daily or even in real time if the information is available from your systems.

If trends start to emerge that indicate corrective action is required, your team is in command of the situation and can bring resources to bear quickly and decisively to address the situation.

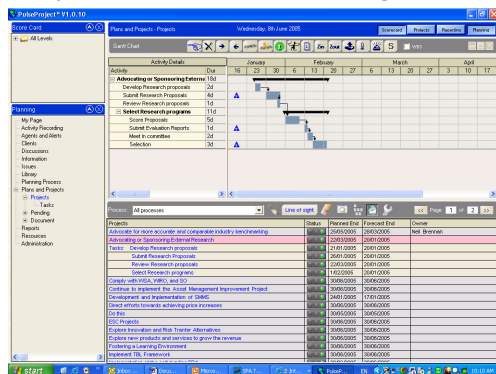
Sounds better than waiting until some time after the financial period closes, only to discover the results are unfavourable, doesn't it?



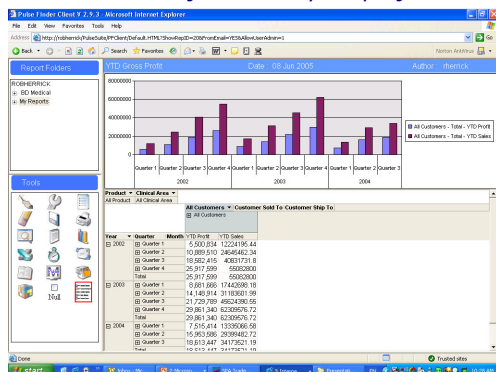
A PulseSuite™ Execution Map. This picture tells much more than a thousand words, and is very easily understood.



The PulseSuite™ dashboard gives performance information at a glance.



The PulseProject™ view aligns strategic objectives to your projects.



While this view gives you a fuller perspective on execution in detail.

Measure. Analyse.

Manage. Optimise.

Automate.

Using the PulseSuite™ automated strategic execution framework system from ASVP partner **Primed Online**²; you can automate the measurement of your strategic performance.

PulseSuite watches your execution measures 24/7, so it is minding your back when you're not.

PulseSuite™ automated agents and alerts can call, page or e-mail you if something needs your urgent attention. You set the business rules. PulseSuite™ does the minding for you.

And PulseSuite™ even provides a comprehensive automated reporting capability.

So when everything is going well, you don't even have to break into a sweat just to produce the glowing reports for the board papers.

Need more information to sort out an issue?

Easy, just use the online database to drill through to the required level.

Like to hook up your project management to the strategic performance system?

No problem. Simply set the project up in the optional PulseProject™ module, and the alignment process will be transparent.

There's a lot more that PulseSuite™ can do for you and your organisation to help you execute effectively. It's user friendly, too.

Just ask us for more details.

² ASVP is a Certified Strategic Partner (CSP) of Primed Online Pty Ltd.

Our Consulting Services

Redefining the business goals and objectives

Developing strategies to fulfil your objectives

Making strategy executable manageable, measurable and effective

Increasing organisational skill-sets

Strategic Execution Workshops

- △ Our workshops will identify and refine your organisational and strategic imperatives, and develop collaboratively with your team through a cascading process:
 - ◇ Rational goals and objectives
 - ◇ Viable strategies to meet objectives
 - ◇ Strategic measures to provide an ongoing "strategy health-check"
 - ◇ Business optimisation principles
- △ We aim to transfer skills to workshop participants at each stage, so your people learn, update, develop and hone their own abilities through group activities.

Business Planning

Starting from a blank sheet?

Innovating the existing organisation?

Or simply looking for a fresh perspective and check-up?

- △ ASVP Group will develop a business plan for your existing, new or start-up business, which will include:
 - ◇ Analysis of funding requirements
 - ◇ Strategic plan check-up; or,
 - ◇ Strategic plan formulation, depending on requirements
 - ◇ Competitive review
 - ◇ Roadmap to market
 - ◇ Checklist and gap analysis

- △ Whether you're looking for help to create a professional document to present to potential investors, or simply wanting to get a new perspective on a project you have almost completed, we give you the support you need to get the project "over the line".

Maximising:

- Profit
- Market Share
- Cash Flow
- Customer Satisfaction

Pricing

- ◇ ASVP works with you to develop a pricing model which focuses on the value you offer your customers, while maximising profitability for shareholders, and maintaining high levels of customer satisfaction.
- ◇ Pricing is another aspect of the Strategic Plan. It just happens to be crucial.

Organisations we have worked with:³

Environment

ECompost Pty Ltd
Global Environment Management Australia
Global Green Plan Limited
Sustainable Australia Pty Ltd

Financial Services

Equity Trustees Limited
Isis Limited
OFM Investment Group
RACV
Technology Finance Corporation, Inc.
Crux Investigation Group

IT, Media & Communications

Adelaide Advertiser Ltd
Core8 Pty Ltd
Data Recording Instrument Co (UK)
Hellenic Herald
Herald & Weekly Times Ltd
Mailguard
Micromation
Perscombinatie, NV
Primed Online
Sue Hodges Productions
West Australian Newspapers Ltd

Leisure, Entertainment & Tourism

All-Star Sports Café
Amusement Machine Operators Association (SA)
Entertainment Development Group
Galactic Circus
Leisure & Allied Industries
National Amusement Machine Operators
Association
Sega Enterprises Ltd (Japan)
Timezone
Village Roadshow Group
Intencity

Marketing & Manufacturing

Becton Dickinson Australia (Corporate)
Becton Dickinson Medical
Becton Dickinson BioSciences
Becton Dickinson Diagnostics
Becton Dickinson New Zealand
Delairco Group
Linotype Paul Ltd (UK)
Mattingly Services
Mergenthaler Linotype Australia
Mergenthaler Linotype Company, Inc.
Sumi-Motherson Ltd
Newspaper Electronics Corporation, Inc.
Worldsmart Pty Ltd
World Systems, Inc.
Visy Pulp & Paper

Professional Services

EKM Legal

Property

Hocking Stuart
Paul Caine Real Estate
Real Estate Institute of Victoria (REIV)

Public Sector

Australian Council of National Trusts
Bureau of Emergency Services
Telecommunications
Emergency Communications Victoria

Transport & Logistics

BHP - Marine Logistics Services
Business Express Airlines

Utilities

Central Highland Water

³ Clients shown above include organisations for whom ASVP Group, its principals or associate consultants, has performed consulting projects on behalf of ASVP Group, or on behalf of other consulting firms, while acting under a contract or service agreement with the nominated client, or under a contract with a third party entity. Details may be available depending on project sensitivity. References are available for most contacts listed above.