



ECnow.com, Inc. - 21265 Stevens Creek Blvd., Suite 205, Cupertino, CA 95014 - 408-257-3000 - <http://ecnow.com/>

PROFIT by Strategically Analyzing & Running Your Business

Priorities – Defining Success and Continually Delivering it

- Corporate Strategy Setting (Vision, Goals, Metrics, Alignment)
- Value Framework™ for Business Unit Creation of Value
 - Allows you to SEE (Socratic tool Empowering successful Execution)

Research – Analyzing the Business

- SWOT/GAP Analysis
- BCG Business Portfolio Matrix
- Industry Attractiveness Assessment
- Competitive Matrix
- Customer Stratification
- Elasticity and Variability Analysis
- 2x2 Matrix
- Decision Tree Analysis
- Scope Focus and Alignment (Customer/Product/Operational Efficiency)
 - Customer Segmentation, Geographic, Product/Service, Value Chain Efficiency, Asset Utilization

Operations – Organizational Tools for Running the Business

- Annual Operating Plan
- Corporate Alignment
- Culture Management
- Change Management
- Balanced Scorecard
- Value Framework™ (see above)

Framing Creative Thinking – Tools & Processes for Thinking Outside the Box

- Experimentation Methodology
- Sticky-pad (non-verbal)
- Round-robin
- Random Input
- No Time or Money Constraints
- Posing a Goal that's Huge for the Resources Available
- Posing a Goal with Limited Time or Money Available
- 6 Thinking Hats

Information – Additional Resources

- ECnow.com Books, URL's and Networking (<http://ecnow.com/resources.htm>)
- Silicon Valley Executive Business Program Reading (<http://siliconvalleypace.com/books.html>)

Training – Learning How to Do it

- Silicon Valley Executive Business Program (<http://siliconvalleypace.com/>)
- Strategic Business Overview for the 21st Century (<http://ecnow.com/courses/mgt01.htm>)
- Framework for Value Creation and Business Longevity (<http://ecnow.com/courses/mgt02.htm>)
- Transforming Your Business (<http://ecnow.com/courses/mgt03.htm>)