

ACTIV360° SERVICES

© 1997-2016 The Afterburner Group, All Rights Reserved.



WHAT IS ACTIV360°?

ACTIV360 is a unique set of business value services only offered by the Afterburner Group.

ACTIV360 acts as a **business “health check”** by bridging the gap between today and a new future of business value growth through the following activities:

Baselining the Current Business

Determining Future Value Scenario

Detailed Business Gap Analysis

Recommendations & Tools

WHAT DOES ACTIV360° IMPACT?

ACTIV360 pays particular attention to the following aspects, ensuring a full “360 degree” view of the business:

Company: Vision, Mission, Values, Goals

Products/Services: Mix & Differentiation

Marketing: Positioning, Messaging, Impact

Sales: Pipeline, Skills, Effectiveness

Customer: Loyalty, Satisfaction, Profitability

Leadership: Innovation, Communication

THE BENEFITS OF ACTIV360°?

The External Point of View: You gain practical, actionable insight on where you are relative to the marketplace through perspectives from your customers, your industry, the analysts.

Focus and Clarity: Eliminate ‘fuzzy’ priorities and uncertain investments. Know where you need to focus, and in what order, to achieve your business objectives.

Practical Solutions to Complex Issues: Experience-based recommendations to overcome internal and external challenges, with action lists, timelines, dependencies, and estimated budgets.

New Capabilities: Through training and tools, be equipped to take advantage of current and new opportunities.

Pragmatic Innovation: Discovery, validation, and steps needed to create new, substantial opportunity by leveraging existing assets, products/services, technology, and people.

Alignment: Be able to quickly and effectively align your resources against existing and new needs - driving differentiation, faster response times, and greater revenue.

Investment Focus: Swiftly evaluate and decide what investments make sense. No investment ‘fliers’ or accidental over-investment.

Increase Customer Satisfaction and Loyalty: Customers notice a new level of interaction, communication clarity, and focused execution, all aligned to their specific needs. Be different from the competition, driving satisfaction and loyalty.

Cross Functional Alignment: All can know what the company is about, its objectives and strategies and how they fit into that new future. No ambiguity, confusion, or wasted resource.

Internal “Buzz” and Motivation: A renewed energy, dedication, and desire to succeed. Your company and people will experience a new future to reach for, a new level of success to achieve.

