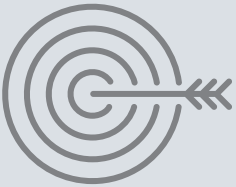# AFTERBURNER GROUP®

LEAD LIKE NEVER BEFORE.™

ACTIV PROCESS

TURNING ACTIVITY AND TASK INTO PRODUCTIVITY AND VALUE

PROCESS SERVICES THAT DELIVER FAST AND PREDICTABLE OUTCOMES.

What is ACTIVProcess?

Process is at the heart of repeatable, predictable, and profitable business. Process is a key contributor to employee, market, and customer satisfaction and loyalty.

We take the guesswork out of every project and area of business. We bring executional discipline and focus within the business so that you realize the benefit of the investments you have made in product, service, people, systems, operations, and customer relationship.

Our process focuses on four interdependent steps:

Discover	Change	Transform	Lead
Leadership Possibilities	**Values & Behavior**	**Choices & Perception**	**Business & Industry**
Goals Objectives Obstacles Resources Capabilities Competencies Strategy Action Plan	Mission Alignment Focus Bias Tasks Measures Results Effectiveness	Proposition Value Delivery Thought Buy Criteria Influencers Evaluations Processes Adoption	Systems Processes Roadmaps Customer Product Market Sales Value Growth
Focus Business Assessment	**Focus** Team & Organization	**Focus** Customer & Market	**Focus** Leadership Continuity

ACTIVProcess Value & Benefits

Best practices and over 30 years of proven process results deliver to every customer the following:

- Faster Project or Task Startup
- Clear Expectation Management
- Executional Alignment & Accountability
- Improved Communication
- Quicker Problem Resolution
- Greater Outcome Predictability
- Data-driven Decision Making
- Improved Leadership of Teams
- Tighter Process Integration
- Elimination of Redundancies

MOST PROJECTS 45-60 DAYS, START TO END. A POSITIVE ROI WITHIN 90 DAYS.

EXPERTISE, STRATEGIES, METHODS, AND TOOLS FOR PROCESS LEADERSHIP.

ACTIVProcess at Work

✓ INNOVATION FOR SUSTAINABLE ADVANTAGE

Each customer engagement is unique, based upon individual customer process requirements. Our project proven methods have brought customer success and leadership every time. In every engagement your success becomes our success.

Defining Today: Discover and validate objectives, obstacles, roles and responsibilities, lines of communication, metrics, reporting intervals and styles, reporting and escalation paths, dependencies to success, cross-functional relationships, and alignment of resource to success criteria and goals.

Planning Tomorrow: Bringing discipline to strategy, tactics, and tasks while determining and agreeing to timelines, responsibility, deliverable or outcome requirement, Identification of available resources, data sources, and budget to align toward objectives and discover gaps for resolution.

Achievement Map: This is a visual project 'roadmap' used by all parties to ensure that details aren't overlooked and that tasks stay on calendar. Included in this map are regular communication checkpoints to ensure frequent interaction.

QuickStart Tools: This is a suite of formalized sub-processes, templates, and surveys which ensure the project is started quickly and that time is not wasted in the gathering of data—both internally and externally.

Agile-Like Discipline: The Agile methodology brings key disciplines in time, task, resource, communication, and problem management. Emphasis is on remaining flexible and adaptable to changing environments while still achieving understood objectives. While originating from a product development environment, the same practices are applicable across the organization.

KnowledgeShift: A set of processes that ensure that there is full knowledge/IP transfer to your employees. This ensures that you can move forward independently in the future.

Value Report: Optional to every engagement, the baselining of organizations, project, product, process, and people. Delivery of a 'best practices' comparison, highlighting recommended areas for improvement. Determination of measurement intervals, metrics, reporting structures, and escalation roadmaps. The organization moves from anecdotal or "gut" response to data-driven, proactive achievement of process and business objectives.

ACTIVProcess Organizational Domains

| Product | Sales | Marketing | Operations |
| Finance | Development | Customer Svc. | |

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V CONTINUUM OF VALUE
CREATING EASY, NATURAL
CROSS- AND UP-SELL VALUE

THE CTMO
PROVEN, BEST IN CLASS PRODUCT
MANAGEMENT & MARKETING