



MAXIMIZING BUSINESS PERFORMANCE
OUR UNIQUE PERSPECTIVE

LEADERS

MUST ADAPT TO NEW MARKET DYNAMICS

Business leaders today are facing profound changes – customers, markets, regulations, technology, and workforce trends, just to name a few. Additionally, the rapid pace of change is challenging leaders to develop better ways of solving problems as old methods are failing to deliver desired outcomes. Despite well-intended efforts, only a few businesses emerge as winners in any given industry. One major reason is because businesses continue to organize and operate the same way they have been for decades. However, traditional methods of managing a business are becoming increasingly ineffective in the wake of a rapidly changing and acutely competitive business environment. As a result, it is imperative for business leaders to seek innovative ideas for managing the complexities of their companies



ORGANIZATIONS

A HOLISTIC VIEW

At ConfluCore, we believe a business is not just an organization or collection of people with a defined purpose, but a living organism whose parts are interdependent and rely on each other to not only work effectively today but to evolve over time. Any part of the organization that is not in sync with another, is more likely to yield suboptimal business results overall. Therefore, we believe that addressing today's business issues and opportunities necessitates taking a holistic view of the enterprise rather than just focusing on its individual parts. This mindset is fundamentally different than the traditional methods that have been employed in the past. That is, to treat problems locally or independently which often only addresses the symptoms as opposed to the root causes of the problem. Instead, leadership must acknowledge the existence of relationships and synergies across organizational boundaries – treating the business as an organism and addressing problems much the same way a physician treats a medical diagnosis. We believe using our approach can yield better business performance and have a more favorable impact on its customers, employees, and ultimately, stockholders.





A NEW MINDSET

TOWARD IMPROVING BUSINESS PERFORMANCE

One of the fundamental concepts we employ, systems dynamics, was born at MIT Sloan and has been enhanced over time to help solve complex organizational challenges. By combining knowledge from academics, businesses, and consultancies, we at ConfluCore have created an innovative approach to facilitate effective change in today's rapidly-changing business climate. Our holistic approach assists business leaders with developing fresh, effective, and sustainable business models and strategies. We are excited to help business leaders and organizations achieve all of their aspirations.

Using our holistic approach, we have seen businesses produce surprisingly new synergies within their organizations and ultimately realize superior business results. Furthermore, the return on investment (ROI) for an initiative can exceed the traditional insular approach by as much as 30-40%. Our approach helps consider organizational interdependencies in an intuitive way to determine how their confluence would greatly enhance productivity and profitability.

Businesses often structure themselves into homogeneous functional silos that are naturally composed of people with like competencies. These are undeniably important as the division of labor, role of specialization, and career and skill development are critical for running a business. Functions like Finance, HR, IT, Marketing, and Operations play an important, but also an interdependent, role in the organization as a whole. When these business functions operate autonomously, boundaries get ossified and silos inadvertently develop which undermine the organization's full potential. Functional leaders, responsible for their function's efficiency, measure its performance and naturally invest in their own resources. But they often fail to look beyond their domain even though they are aware of interdependencies.



Compounding this phenomenon are consultancies that also organize by functional silos, making it difficult to consider nontraditional approaches. These consultancies employ classic, static frameworks that have become stale over time. And, just like their clients, it would be difficult for them to change due to their size and structure. Confluence –collaboration across multiple groups to utilize latent synergies – is achieved through deliberate integration across domains. Conflucore is the only firm in the market pioneering a unique and proven approach designed to enhance business

and leadership performance in a measureable way. It is based on the principle that there may be more than one contributing factor affecting business performance and that the contributing factors may involve more than one aspect of the business. Based on robust principles of business dynamics pursuing holistic solutions, we have identified six interdependent focus areas. These include analysis and synthesis of Strategy, Innovation, Governance, Operations, Marketing, and Organization – in short, SIGOMO™.

SIGOMO™ | Strategy, Innovation, Governance, Operations, Marketing, and Organization

By applying our SIGOMO™ approach, we can quickly assess the synergy (or lack thereof) across these six areas. We consider these six focus areas as the primary business drivers in any organization. Across multiple organizations – in mergers, acquisitions, and alliances– SIGOMO™ rapidly identifies sustainable synergies for all partners. Our dynamic thinking empowers leaders to deliberate holistic, inclusive, multifaceted, and integrative answers to their pressing challenges. This is contrasted with linear thinking, which is prevalent in traditional static, single-threaded, and sequential thought processes. Enhancing business performance during rapid changes is the challenge; dynamically seeking confluence is the imperative, sustainable answer. As a business fosters and maintains confluence among these focus areas, it achieves increasing degrees of synergy and enhances competitive advantage. All this while generating greater business results that create value for customers, employees and shareholders.

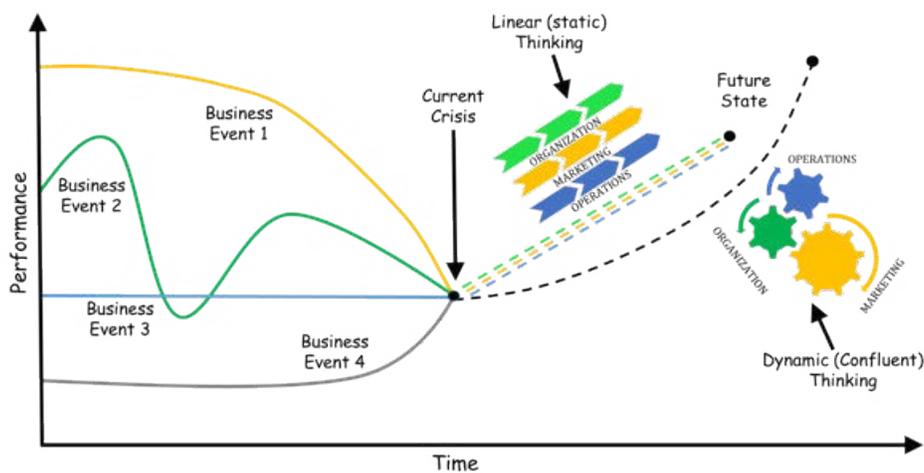
One of the hallmarks of our SIGOMO™ approach is the use of Dynamic Thinking, or a holistic, inclusive, multi-faceted, and integrated way of thinking versus Linear Thinking, or a traditional static, single-threaded, sequential, and straightforward way of thinking.

SIGOMO™

AND SYSTEM DYNAMICS

THE SIGOMO PROCESS

Dynamic Thinking v. Linear Thinking (traditional)



The Business Events indicate that there are multiple sources leading to a crisis point. Linear Thinkers (traditional) commonly attack a problem by organizing a project by individual function in a straightforward manner to reach a desired future state. Each function addressing the specific business event(s) that contributed to the crisis. Dynamic Thinkers (Confluent) chart a pathway that integrates key functions so the outcome is more effective and sustainable in the long run.

LINEAR THINKING

V.

DYNAMIC THINKING

- The organization is collection of independent parts
- Silo Mentality – focus is on individual parts of the business
- Projects typically involve a single Executive Sponsor
- Project scope is limited to a single function or time
- Outcomes are typically shorter term
- Addresses limited KPIs
- Systemic change is managed within the function
- Business performance and financial returns are limited

- The organization is collection of interdependent parts
- The organization is a “organism” – recognizes relationships
- Projects may involve more than one Executive Sponsor
- Project scope includes 2 or more functions
- Outcomes are sustainable on a longer term basis
- Addresses KPIs across organizational boundaries
- Changes are managed in multiple areas of the business
- Business performance and financial returns are optimized over time

EXAMPLE:

LINEAR Thinking V. DYNAMIC THINKING

BUSINESS PROBLEM

Poor customer service practices is causing a Telecommunications Company to lose customers and is fostering a negative perception in the market

CUSTOMER SERVICE ISSUES

Long resolution times; scheduling difficulties; disconnects between CSRs and Technicians; Technicians not always on time for service calls; products are expensive

LINEAR THINKING

Initiate a project to improve communications between call center reps and service technicians in effort to improve promptness and reliability. This approach would likely involve the use of technology such as a new CRM system. However, the narrow scope of linear thinking would fail to address the broader issues and opportunities. For example, changing the culture to make the customer the #1 priority or changing the marketing messages to include customer satisfaction as a top priority so the market perception improves.

DYNAMIC THINKING

Perform an assessment to determine all of the areas that contribute to customer satisfaction and identify the key areas of the business that can be improved to fully address the problem. Using the SIGOMO™ method we can include Marketing, Operations, and Organization as impact areas and develop an integrated and robust solution that adds more value to the business in the long term.

BUSINESS RESULTS

- Reduced operating costs due to decrease in customer service problems;
- Improved reputation in the marketplace;
- Improved customer receptivity to Marketing efforts promoting new products and services;
- Reduction in declining subscriptions;
- Improved communication between Operations, Marketing; and
- Improved employee morale due to customer satisfaction and



confluCore®

LEADING THOUGHT ⇌ LEADING BUSINESS

ConfluCore employs experienced, highly-respected business professionals with years of practical industry experience and consulting expertise from working with the world's most prestigious business, consulting, and training firms. Our mission is to add unmatched, measurable and sustainable, value to our client organizations and their futuristic leaders. We are highly selective and, given the sensitivity of the SIGOMO™ approach, we prefer to start with the executive leaders of the organization.

SIGOMO™

Strategy, Innovation, Governance,
Operations, Marketing, and Organization



- Project ROI that is 30% to 40% greater than using a traditional linear thinking approach
- Creation of synergies that can be leveraged beyond the scope of a project
- Increased likelihood of sustainable change and improvement
- Inter-functional integration so the business achieves highest levels of efficiency and effectiveness
- Issues are multi-causal; some of these feed into each other and must be addressed as a whole
- Organizational structures must be flexible to respect the dynamics and build with the business

Be bold enough to evolve with the changing world we live in and consider innovative approaches in the 21st century. Please contact us at evolve@confluore.com