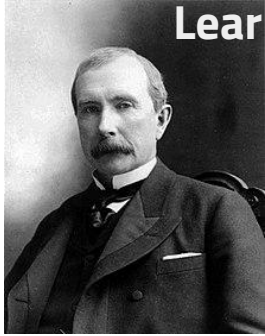


Learning from a Legend



John D Rockefeller, the well known business magnate, is commonly believed to be the wealthiest American of all time. Much has been written about the disciplines and habits that has driven this man to such incredible success more than a 100 years ago and it is not surprising to note that his **3 key disciplines** are today also main focus areas for **Fortune 500 companies** intent on pursuing successful strategy execution.

These three simple Rockefeller and Fortune 500 disciplines are where **DNAChangers** excel and more detail on how we engage with our customers on these disciplines are shown on the next page.

Identifying and setting clear strategic or transformational goals

Establishing a performance management system to tell if strategy goals remain on track

Set the company meeting rhythm to keep staff in sync and the correct information flowing



Identify and Set Clear Strategic Goals

DNAChangers can help with:

- Framing Strategic Imperatives
- Identify Multiple Options
- Simulate to Test Option
- Making Choices
- Market Selections
- Winning Differentiators
- Customer Value and Strategy



Establish Measures to Tell if Strategy is on Track

DNAChangers can help with:

- Balanced Scorecards for Leadership & Functional Teams
- Revise Individual & Team KPI's
- Leading & Lagging Indicators
- Operational & Strategic KPI's
- New Incentive Schemes & Formulas



Set a Company Meeting Rhythm to Align and Inform

DNAChangers can help with:

- The Organisational Heartbeat
- The Daily Stand-Up
- Importance & Frequency
- Sequence of Meetings
- Data Availability, In & Outputs
- Aligned Agendas
- Attendees & Authorities

