



# Nextera

*Fit 4 business*

A journey to performance  
excellence



## Fit 4 business

### A journey to performance excellence

*"Fit 4 Business* is a proven route map for planning and undertaking a journey – a common and shared framework with the sole purpose of adding value to your business. Don't feel that you have to make the journey alone. We'd like to help you reach your destination sooner."

On any journey, knowing where you're headed makes the route so much more straightforward. What's more, understanding the conditions along the way means that you can prepare for all eventualities, mitigating risks and taking advantage of short cuts.

The journey in business is no different. With each cycle, be it the annual business plan or the five year strategic blueprint, the best businesses have their final destination in sight. They know who needs to be on board and what they need to do along the way. Everyone understands the route and, as a consequence, the path is relatively smooth. But, guess what? The reality for many businesses, regardless of pedigree or history, is very different. Instead:

- The destination is known to but a few
- The route is unclear
- There are too many options
- The travellers are uncertain
- The ride is bumpy

So managers, staff and customers are all left feeling confused, overwhelmed or perhaps even frustrated. They become nomads. They go off in different directions, some certain in their chosen paths, where others leave the journey along the way, regardless of the expense – both financial and human. Many don't care to even start. Why should they bother? The result is hundreds of thousands of wasted value through misdirected effort, duplication or conflict.

The responsibility to chart the business along apparently difficult paths is the responsibility of the Executives. But sometimes, just sometimes, they value some guidance from an experienced traveller who, through the use of a navigational tool, can help them be more purposeful and, as a consequence, more readily enjoy the plaudits of success.

*Fit 4 Business* is your guide to business performance excellence

"Often when I research and talk to business consultants I am left trying to understand what is really different. There are only so many ways you can 'cut the cake'.

The real difference is in the people: have they done this before, can you work with them and do you trust them?

You can trust Gerry Cryer- he will bring experience, insight and innovation to any project and he brings with him the belief that any problem can be and will be solved."

**Clive Taylor, SVP International, Gartner**



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## Fit 4 business Implementing Strategy — Developing Talent

**Fit 4 Business is a pragmatic and concise performance acceleration programme.**

**Senior executives in many companies have already used Fit 4 Business successfully to improve business and management performance.**

*"Working with them has been most valuable for us. The approach they helped us develop has really enabled a tight alignment between our strategic imperatives and our implementation plans. We are now fully focussed on measuring progress in areas that will really make a difference to our business."*

**On the journey to being Fit 4 Business there are 7 levels to climb.**

**Some businesses may need a Fit 4 Business guide at every step of the way.**

**Fit 4 Business develops business and management performance at each of the seven levels.**

The more everything is changing and the more uncertain the future then the power of a team, focused and committed to a shared goal, can be the difference between mediocrity and high flying success.

*Fit 4 Business* takes the business strategy and gives the implementation structure and direction. We encourage a business to agree what it's really good at, clarify it's direction, focus on what needs to be done to get there – and understand how to do it well, so that company performance improves rapidly. This becomes the shared goal

But a business's success is made by the people who 'decide, implement and drive'. And the more the individuals are a team the greater the probability of building high performance teams and companies. A team always stands a chance against the 'all stars'.

*Fit 4 Business* will become the corner stone of a talent development process: we work with the individuals and teams to build a powerful force for the implementation of the business strategy.

Our approach is highly inter-active. We work with, and not for, teams and individuals. Our input is sharp and incisive. We facilitate, train, coach and mentor. The greatest compliment you can pay us is to say 'they are a really trusted and valued advisor'

Performance excellence requires a business to be good at many things. *Fit 4 Business* describes seven levels of excellence to allow the business to be excellent.

**1. A communicated strategy**

Building on an agreed strategy by developing the strategic themes and direction of the business clearly and concisely, we ensure that these are communicated and shared.

**2. A focus on action priorities**

Defining and communicating the significant priorities on which to focus for the business to deliver its strategy (the 'do wells').

**3. The right track**

Building clarity by defining the high level functions and business processes with a focus on outcomes and deliverables.

**4. People, structure and accountabilities**

Developing and sharing team and individual accountabilities for delivery.

**5. Implementation alignment**

Defining and managing a new and well-defined portfolio of programmes / projects aligned to the 'do wells' and the delivery of strategy.

**6. Focused measurement**

Developing and implementing a structured set of business measures within an agreed framework to ensure clear and unambiguous accountabilities.

**7. Management and governance**

Creating a management and governance structure to ensure that the benefits of the programme are delivered.



## Fit 4 business Implementing Strategy — Developing Talent

**We work as a catalyst, companion or coach. We can work with you to get things moving or become a longer-term partner providing a challenging perspective.**

**We help you to achieve those targets that have proved elusive thus far or perhaps even never been considered.**

*“This work had a significant impact on the firm’s performance so that now we are posting record results – a significant increase in profit.*

*“Of course its not the measures that improve performance – it’s because the partners and staff are much clearer about their roles and our expectations: that’s what causes change.”*

**The key to success is helping you and your staff on the journey to success.**

**Our role is to make that journey easier, probably faster and certainly more sure.**

**Compaq Global Services**, with over 38,000 employees, was at the very start of a worldwide change programme, with a well-formulated strategy and direction.

Initially, the strategy was not shared with the senior management and, furthermore, there was a danger of many conflicting implementation initiatives. In short, a programme had to be put in place to ensure the strategy would be successfully implemented.

The priority was to work with the senior management team to develop a set of business goals and strategy imperatives as the basis for the programme.

In a series of workshops these were formulated and we gained senior management buy-in. The strategy became communicated and, most importantly, we had a team working together to a common purpose. We had the foundations for success.

**A Government department** is undertaking a major business reform exercise and the critical first step is to get a shared focus on the major areas where the business must excel if it is to achieve its goals – we call these the ‘do wells’.

So: What must I ‘do well’? Which of these are we doing now?, Where is urgent attention required?

The answers to these questions address level 2 in the *Fit 4 Business* programme.


The main areas for potential reform are in the business processes. But where should they start to achieve their objectives?

Underpinning the reform programme is a newly defined set of ‘do wells’ bringing a clarity and focus on the areas that will make it a difference to the success of this initiative.

This understanding has spawned a series of new ideas about organisation and IT.

The ‘do wells’ have permeated the core thinking on this reform programme acting as a route map. for a successful journey. Without the map this journey could never have finished.





## Fit 4 business Significant benefits

- A clear, agreed and unambiguous view of the strategic direction.
- A set of business goals that can be shared across the business.
- Clarity – so that corrective actions can be anticipated
- Focus on the areas that will make a difference
- Avoidance of misdirected resource
- Increased control
- Greater likelihood of improved business performance
- Processes work more efficiently
- Elimination of unnecessary processes
- Increased focus on delivery and outcomes and Improved accountabilities Significant cost savings by focussing on the right things
- An inventory of all projects, underway and planned, and their relation to the strategic direction
- Appropriate new projects identified to fill strategy-critical gaps
- Alignment between change projects, strategic intent and business processes
- Clearly defined accountabilities for these projects
- Reallocation of resources from projects that are no longer required
- Clearly defined roles and accountabilities
- Improved organisational confidence
- Efficiency and effectiveness increased
- Agreement on the measures required, by whom and how frequently
- Unnecessary data production is avoided so time and resources are saved.
- Business-focussed and timely reporting
- A governance framework so that accountabilities are actioned
- A drumbeat for maintaining the momentum behind the change
- Increased likelihood of delivery against target

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Nextera is a new generation consulting firm which delivers performance innovation for both governments and private sector businesses



### **Sharing wisdom, building relationships, delivering value**

We value innovation and wisdom

Committed to providing internationally renowned experts

People who have the deep experience

Bring wisdom to our solutions

### **We develop strong professional relationships**

The most important drivers of the way we want to conduct business

Understand what is important to you

Take care to remember those important things

Build trust in the relationship

### **We deliver value**

Results that are clear and easy to understand

Effective and practical solutions

### **The Nextera team that works for you will be**

An experienced partner

Share your journey to excellence

Provide sound and informed advice along the way

### **But more important is the attitude Nextera brings. We expect to:**

Innovate and challenge

Cause a fundamental shift in perceptions, attitudes, methods of work and performance

Bring you 'head and shoulders' out of the pack

Turn you in to a performance leader and not just above average



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