



## Services to Product and Service Companies

**STRATEGIC BUSINESS ASSESSMENT:** A "diagnostic" examination of client operations, performance, and their relation to company business objectives. The capability and maturity of seven primary factors within the organization are addressed. Specific action steps and an implementation plans are produced and delivered. Proper sequencing and leverage of resources is emphasized. Based on specific needs, Clearpath can also assess certain aspects of the organization, such as operations work flow, service delivery, team performance, or project management.

**STRATEGIC BUSINESS DESIGN:** A comprehensive process resulting in shaping or reshaping a functional area or a product or service focus, or establishing an entire business operation. All foundational elements are taken into account, ranging from the fundamental business objectives to the measures of success. Often, this leads to oversight or coaching of major company initiatives.

**STRATEGIC PLANNING:** We clarify or help develop strategic plans to address business needs in a "big picture" framework. Clearpath performs an assessment of the client's current practices, issues, and relationships, then helps facilitate discovery of a shared solution. This could include the development of new offerings or ways to perform new services that will better meet Customer, staff, partner, and overall community needs.

**MASTER PROCESS:** We examine how current work processes, systems, and resources are connected to the strategic goals and initiatives of the organization. We balance the big picture from inputs to desired outcomes, clarifying roles, addressing Customer's moments of truth, and indicating relevant measures. By identifying simplification and service-improvement opportunities in this framework, we improve the overall operational efficiency and effectiveness of the organization. Clearpath then guides the implementation of changes.

**ORGANIZATIONAL DESIGN:** Clearpath creates a strategy ensuring that relevant functions are in place, unnecessary functions are removed, current/possible flow of inputs and outputs between the functions operate efficiently, and the formal organization structure and roles support the strategy and enhance the overall effectiveness of the system.

**EXPERIENCE DESIGN:** We use an Experience Design Storyboard to define all of the parts of a Customer's experience that connect and flow together. We consider the five senses, time, and interactivity. We also account for the Customer's perception of value, personal meaning, and emotional context. This framework ensures the predictable delivery of meaningful, memorable experiences.

# Education and Training Offerings

**STRATEGIC THINKING & IMPLEMENTATION:** The development of skills, tools, and perspective in using the "big picture" to connect together and operate complex organizations or endeavors. This workshop introduces the Strategy Map tool, based on Balanced Scorecard fundamentals. We then discuss how the Roadmap helps integrate strategy into your operating plans so that you can implement activities and monitor and reinforce performance.

**MASTER PROCESS IMPLEMENTATION:** Learn how to connect every activity, system, resource, and person to the strategic goals and initiatives of your organization – all on one piece of paper. The Master Process offers a clear, high-level perspective on business operations. The role of systems thinking and innovation are emphasized. Leaders learn to help their organizations better leverage resources, address waste and gaps, and focus on priorities. This course provides participants with insights and resources to apply the Master Process and chart a new course for efficiency and improvement in their organizations. Principles and tools will be introduced, a case study will be examined, and participants will have a chance to start sketching-out their own Master Process.

**EXPERIENCE DESIGN:** A framework for understanding, defining, and making improvements to Customer experience. This workshop introduces the visual Experience Design Storyboard and Master Process tools along with a set of Design Principles. We will look at how complex, technical issues and systems connect with cultural design to create meaningful Customer stories.

**TRANSFORMATIONAL CHANGE:** Creative methods and concepts are taught to ensure that crucial levels of commitment are experienced throughout the organization when undergoing significant change. How to recognize individual and team styles and design the culture are often emphasized.

**LEADERSHIP TRAINING:** The ability to express a common vision and direction, and inciting others to engage and perform at new levels of value is a critical skill. This workshop deals with the perspectives and techniques in developing that expertise, so that leaders can create the conditions for more predictable success.

**CULTURAL DESIGN:** Business culture and effectiveness. This workshop discusses how to create a culture of support and accountability in an organization. We look at what creates the conditions to make sure things get done, optimizing use of inherent personal styles. We introduce a tool that makes change easier.

**TOOLS FOR INNOVATION:** An overview of the key elements within Assessment, Positioning, Strategy, Master Process, Experience Design, and Implementation. This workshop introduces a set of tools developed by Clearpath to facilitate discovery and implementation. Learn techniques to help team members do their work, have effective conversations, leverage knowledge, and stay focused on a shared purpose and direction.