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Our 5-Step Business Plan Process:

SWOT Analysis

Axiomate's core competency is due diligence, specifically infrastructure assessment. We are skilled at helping investors and business buyers understand the strengths, weaknesses, opportunities and threats (SWOT) of a given business. Our due diligence process is designed to identify and understand all attributes of a particular company and its underlying business. Our SWOT analysis will create the foundation for a sound strategic plan that leverages strengths, shores-up weaknesses, capitalizes on opportunities and steers the business clear of threats.

Management Alignment

Businesses too often fail for lack of vision. This vision is usually an articulation of personal and business objectives of all of the company's stakeholders (founders, shareholders, directors, management and employees.) As with other elements of team play, a successful business is the result of the many working together to the common goal. All too often, the goals are not in common. We work extensively in helping stakeholders find their common ground and their differences. Though a process similar to mediation, we are able to assist in the development of clear and articulated common goals to serve as the foundation of the business plan and the ongoing corporate culture.

Strategic Development

With a comprehensive understanding of where the business is and where management wishes to take it, we are now positioned to assist management in charting a direction. Strategic development is an iterative process of Axiomate and key management. It will involve individual and group meetings along with some market research. The end result will be a high-level roadmap to success.

Plan Development

The plan works the identified strategic initiatives into a series of tasks and assignments. From here, benchmarks and deliverables are set, resource needs (and costs) are identified, and a financial plan is developed. The plan aspect is then challenged against our previous steps and adjustments are considered. Only now is a written plan, articulating and organizing all of this body of work, possible. The Company now has a clear and coherent story around which all existing and new stakeholders can align.

Navigational Tools

Finally, we need definitive metrics against which our progress can be measured, and if necessary, our course adjusted. Our metrics fall within three classifications:

Do they listen to the customer? A business only exists to the extent that it meets customer needs. Too often, businesses lose their customer orientation over time. Employees begin to serve their employer rather than the customer. This natural process ultimately results in a troubled company. We will provide tools for management to constantly monitor their customer relationship.

Do they watch their numbers? Too often businesses fail to adhere to financial discipline. Sometimes this failure is not watching any numbers on a timely basis, but more often, it is not watching the right numbers at the right time. We will help you develop a financial dashboard of meaningful metrics to track the progress of the business to the plan and identify needed course corrections with sufficient visibility.

Do they manage their culture? Most parents and child-rearing experts will tell you the key to raising responsible adults is setting clear-consistent limits for children and organizing a plan of discipline accordingly. Similarly, but rarely followed, the key to building an effect organization is a defined culture based upon clear expectations of and for employees and managing accordingly. Companies too often overlook the power of cultural definition and management in attaining success. Our program does not!