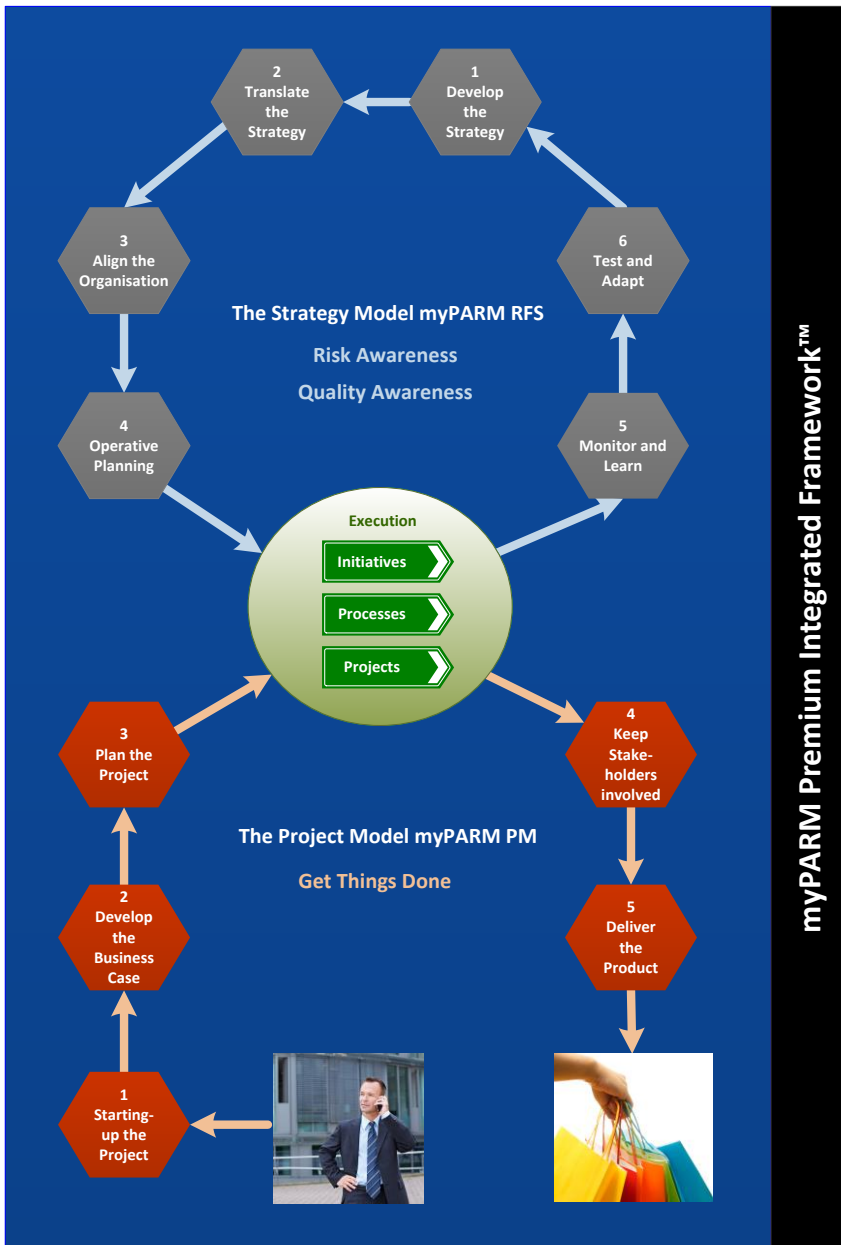


"I want effective strategy management - top-down and bottom-up!"



Prof. Robert Kaplan and Dr. David Norton investigated a large number of companies and organisations in order to find out what the prerequisites for effective strategy management are. They came to the conclusion that only 54% of the companies they investigated use an integrated management process for strategy implementation, and that the great majority - 73% - of these best practice users achieved above-average results. Of the remaining 46% of the companies, which do not have a strategy management process, only 25% can show exceptional results. This means that an anchored strategy management process brings a three-fold increase in the probability of success.

parM Ltd. has gone even further, and linked the closed 6-phase management system postulated by Kaplan and Norton (see illustration, upper circuit) with the globally proven project management system myPARM (see illustration, lower circuit). Strategic management is thereby seamlessly connected with operational business activity. This means, in practice, that initiatives defined within the framework of the Balanced Scorecard (BSC) are implemented with no system break by means of established project management methods such as PMBOK or PRINCE2. The early warning indicators and critical success factors connected via cause-effect chains

(strategy influence map) allow early feedback from the implementation process to the strategic goals set. The ongoing operational activities in day-to-day operations are planned, conducted and monitored in the same system, which prevents a one-sided and restricted view of business activities.

The myPARM software does not absolve senior staff of their original responsibility for long-term leadership of the enterprise and, simultaneously, achievement of short-term goals. But myPARM does offer sophisticated tools for focusing on their work effectively and efficiently.

"Success with myPARM Premium Integrated Framework™"

Strategy map

Mission: Transform lives by building the capacity of individuals, families, organizations, or services leader, we strive to be the provider, employer, and partner of choice.

Values:

- Improve organizational support to management staff at the customer interface
- Be a great place to work where motivated, prepared staff share goals, care & passion
- Deliver creative and effective customized solutions to payers
- Philosophy of care is individualized, strengthened, community-focused and evidence-based
- Be financially sustainable in the service of our mission

Vision: Our company will build on the leadership in the human services industry, specialize the offerings in the system of care, including housing, employment, and health and managing our financial resources, producing positive outcomes through evidence-based care with the most challenging cases.

Breakthrough objectives: We will give and receive information that fuels individual and collective thought to accelerate organizational learning and elevate agency performance.

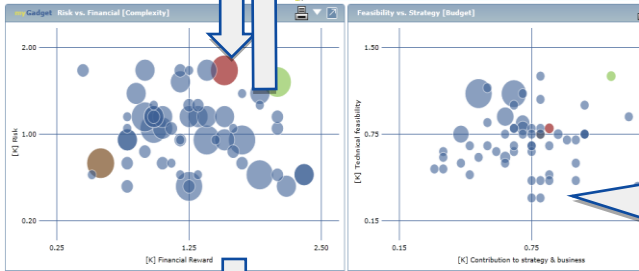
Influence map

Objectives

- Increase company value
- Secure net current assets
- Increase revenue and profit
- Increase customer satisfaction
- Increase key accounts
- Increase new customers ratio
- High in-time delivery rate
- Increase employee satisfaction
- Grow our human capital
- Build our organizational capital

Legend: No Influence, Normal influence, Strong influence

Strategic levels (after Norton and Kaplan)
 Definition, formulation and implementation of strategy with the perspectives, goals and KPIs which are important for your company, with status and trend analyses.



Tactical levels (after BCG matrix)
 Where are the objects (subsidiaries, projects, products etc.) in relation to my strategic orientation?

Projects and early warnings

Project no.	Subproject no.	Project name	PL name	Type	Fee	Overall	Budget overrun	Unpaid invoices	Invoicing	Profit	POC	WIP	Project end
00012	01	Sebastian	CS Sandro, Carlsack	Fixed	2F 180 EUR	Green	Green	Green	Green	Green	Green	Green	
00040	01	Starbird to Home	JW Klumera, Joseph	Running	409 100 EUR	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	
00125	01	Theresa St Andrea	St Jann, Juchter	Running	237 200 EUR	Green	Green	Green	Green	Green	Green	Green	
00126	01	Theresa St Andrea	St Jann, Juchter	Fixed	137 710 EUR	Green	Green	Green	Green	Green	Green	Green	
00170	01	Ston	OB Ben, Gell	Running	17 613 EUR	Green	Green	Green	Green	Green	Green	Green	
00401	01	Round Rock	OB Ben, Gell	Running	127 268 EUR	Green	Green	Green	Green	Green	Green	Green	
00402	90	Round Rock	OB Ben, Gell	Running	0 EUR	Green	Green	Green	Green	Green	Green	Green	

Actual vs. estimated income

Profit / Loss margin

Operational levels.
 Are my objects (projects, production units etc.) within the green range?

