

# CPath Solutions

## PROACTIVE OPORTUNITY MANAGEMENT (POM)

Step One	Actions	Who	Outcome
<b>THINK</b> (Assess)	Challenge Convention	Executive Management	Strategic Underpinnings
	Departmental Interviews	Employees	Capability Analysis
	Corporate Structure	Executive Management	Strategic Viability
	Customer Interviews	Select Buying Influences	Strength Analysis
	Competitor Profiling	Independent Study	Market Analysis
	Prospect Interviews	Select Buying Influences	Position Analysis
	Lost Business Interviews	Select Buying Influences	Weakness Analysis
	Daily Operations	Company	Characteristic Analysis
	IT Review	IT Department	Operating Efficiencies
	Financial Records	Sales Department	Fundamentals Analysis
	Sales Pipeline	Sales Department	Cycle Analysis
	Personnel Development	Human Resources	Organizational Qualities
	Company Meetings	Attend All	Interpersonal Relationships
	Threats & Opportunities	Executive Management	Positioning Assessment
Company Positioning	Executive Management	Comprehensive Assessment	
<b>Time Frame</b> -	<b>15 Days or Less</b>		

Step Two	Actions	Who	Outcome
<b>PLAN</b>	Positioning Assessment	Executive Management	Strategic Plan
	Company Positioning	Executive Management	Tactical Plan
	Go-to-Market Strategy	Executive Management	Competitive Plan
	Organizational Design	Executive Management	Operational Plan
	Accelerated Growth	Company	Priority Management
	Performance Metrics	Company	Results Orientation
	Performance Measures	Company Personnel	Accountability
	Execution	Company	Transformation
	Management	Company	Stabilization & Refinement
Enhancement	Executive Management	Process Improvement	
<b>Time Frame</b> -	<b>30 Days or Less</b>		

Step Three	Actions	Who	Outcome
<b>DO</b> (Implementation)	Policy & Procedure	Company	Operational Conversion
	Cost Reduction	Company	Improved Operating Efficiencies
	Top Line Growth	Company	Improved Sales/Mktg Efficiencies
	Bottom Line Escalation	Company	Sustained Financial Prosperity
	Organizational Design	Company	Ideal Structure
	Continuous Improvement	Company	Ongoing Methods and Tools
	Process Reengineering	Executive Management	Leveraging assets
	Process Conversion	Company	Complete Transition
<b>Time Frame</b> -	<b>60 Days or Less</b>		

**POM = Fast Sustainable Significant Business Results**