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Fast Results



fast / re • sult

an outcome delivered with all speed and haste

CPath's Proactive Opportunity Management Process delivers fast sustainable, significant results.

CPath has a viewpoint that is often stated, by others, but rarely implemented by organizations or individuals:

An operating group can and should do one thing very very well. For a variety of reasons organizations stray from their purpose and divert their strengths toward unproductive tasks or unrelated opportunities. The result is confusion for employees, customers, vendors, and shareholders.

Methodology

CPath's mandate is to identify our client's lost or overlooked purpose; its assets, skills, history and talent that can make our client a star performer.

We do this through a rigorous process called **Proactive Opportunity Management**. POM is comprised of three areas of activity described below with the typical time span to complete the phase in brackets.

Think [3 Weeks] - POM is initially a process of direct assessment and analysis of the corporation, its products, people, market (chosen and ignored), customers (current and former), competition (direct and indirect), finances and leadership.

Plan [2 Weeks] - Secondly, we plan. CPath with client involvement develops goals, strategies, tactics, and metrics that focus the company on Results that matter.

Do [4 to 10 Weeks] - Finally, we work the plans and implement them, again with the client's reality in mind. Working the plan could mean simply guiding a seasoned team of executives, up to and including a full team of interim management from CPath. Throughout this stage CPath is working with the Client to refine internal processes to assure the Client can sustain the changes implemented.

Views on Innovation

"Innovation is inefficient. More often than not, it is undisciplined, contrarian, and iconoclastic; and it nourishes itself with confusion and contradiction. In short, being innovative flies in the face of what almost all parents want for their children, most CEOs want for their companies, and heads of states want for their countries. And innovative people are a pain in the ass.

~ Nicholas Negroponte, Co-Founder MIT Media Lab, MIT Technology Review, February 2003

A Recent "Fast Result"

Within 8 weeks of engaging with CPath, Xplane (a 10 year old communications specialist) closed more business than in the previous 9 months. Xplane's focus in recent year's had been on the refinement of their key deliverable, the Xplanation®. The refinement process had led them astray from their core value proposition and resulted in a distorted view of the value by clients. In short they were closing less qualified leads than was possible and closing them for far less value than the clients were deriving. Within two weeks CPath had defined the value proposition, tested it with clients, prospects and former clients, restructured the sales process and reinvigorated the selling machine. Xplane is an expert communications consulting organization whose clients include Microsoft, EDS, Ernst & Young, Abbott Labs and other Fortune 500® companies.

Information Request

YES

I would like to receive the CPath newsletter: Agile Thinking

YES

I want to complete the CPath company self-audit. [PDF]

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Suggested Reading

- MIT Technology Review
- Silicon Valley News
- Agile Thinking
- The Economist
- The New York Times
- The Wall Street Journal
- Optimize Magazine

Accomplishment

Transforming a negative growth, unprofitable, creative services firm featuring disruptive technologies in to a fast growth, highly profitable organization within 2 months.



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