



FORMULATE SOUND DECISIONS

OPTIMIZE GLOBAL PERFORMANCE

DESIGN WINNING BUSINESS STRATEGIES

zero delta™
CENTER FOR ENTERPRISE ALIGNMENT

© 2005-6 Zero Delta Center for Enterprise Alignment
a wholly owned subsidiary of Synthesis Holdings, Inc.
Zero Delta, the Zero Delta logo, and 'High-performance
Everywhere' are trademarks of Synthesis Holdings, Inc.
All Rights Reserved.

IS YOUR ENTERPRISE STRATEGICALLY ALIGNED AND TACTICALLY COORDINATED?



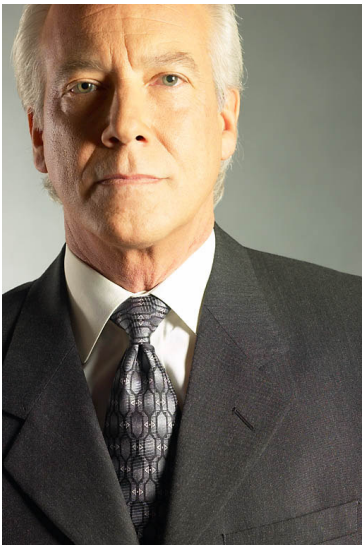
As a senior manager and leader of an enterprise with operations around the world, you're challenged with designing and executing winning business strategies that address industry, competitive, customer, and geographic specific challenges and opportunities.

Accomplishing this feat is no simple task. The enterprise is a complex entity with hundreds or thousands of business processes and events that need to be coordinated and aligned with the strategic intents of the business, many systems and technologies used throughout the business that enable the business to perform daily functions, and various business assets that need to be integrated into an overall strategy.

Zero Delta represents a set of enterprise-wide methods that can be executed throughout the organization to achieve alignment and integration to the strategic intents and objectives of the enterprise.

Like Six Sigma, Zero Delta is a rigorous methodology that is designed to realize value creation opportunities.

DISCIPLINE APPLIED TO ENTERPRISE THINKING, DECIDING, ACTING, & MEASURING



PRECISION ENTERPRISE ENGINEERING

A concept Zero Delta brings to the enterprise, applying it to the critical strategy-to-execution lifecycle.

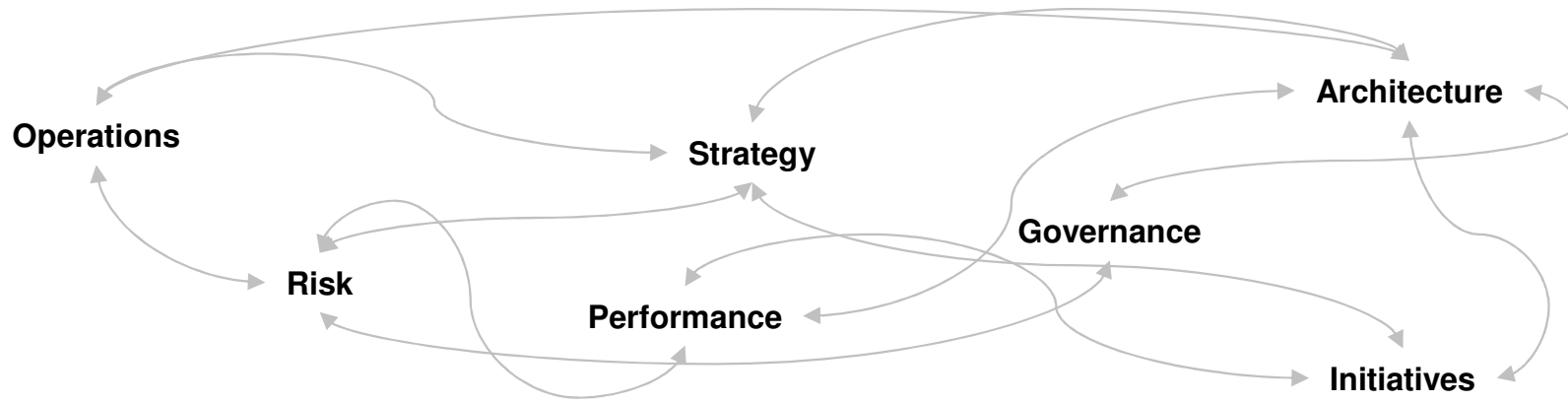
While Six Sigma primarily addresses process variability, Zero Delta addresses the variability between what an organization intends to accomplish and what it actually accomplishes. The desired outcome: the elimination of deltas between strategy and execution throughout the entire enterprise.

Organizations that embrace Zero Delta are destined to achieve greater alignment across the organization, ensuring that the activities that are performed throughout the enterprise consistently align to the strategic intents and objectives of the enterprise.

THE FINAL RESULT

The generation of consistent value creation opportunities and the coveted 'high-performance status' you desire to achieve.

EFFECTIVE STRATEGIC DESIGN AND EXECUTION HAS A LOT TO DO WITH HOW WELL YOU CONNECT THE DOTS...



Realizing that there are inherent relationships between and among the various elements of an enterprise is the first step towards understanding how to solve the challenge of aligning and integrating the enterprise.

At the core, we believe that a high-performance state is realized when an organization aligns its strategic intents and objectives with the initiatives and day-to-day activities that take place across every part of the enterprise.

However, this isn't accomplished simply by setting a strategy and then performing actions. The strategy needs to be formulated in light of macro- and micro-economic fluctuations, geographical and political environments, and changing competitive and market activities.

Add to this the need to simultaneously address risk, governance, internal and external constraints, and the organization's ability to execute and it readily becomes apparent that there is a need to address this in a coordinated manner.

Zero Delta represents a new and comprehensive way to address this critical lifecycle. Zero Delta is 'smarts' combined with innovative technology and support tools which are designed to help an enterprise achieve a high-performance status.

Zero Delta is a comprehensive methodology that takes into account strategy, risk, capital resources, priorities, the element of time, governance, initiatives, and performance management - coalescing each of these elements into a cohesive whole.

AND HOW MUCH RIGOR YOUR ENTERPRISE PLACES AGAINST THE DECISION MAKING PROCESS...

We're leveraging thought-leadership activities at leading Universities around the world; specifically, research and development work that has been performed around making better, more-informed business decisions.

Contained within the Zero Delta Methodology is a decision making and decision management framework that can be used throughout the enterprise to ensure that strategic and day-to-day decisions are in constant alignment to the strategic intents and objectives of the enterprise.

Zero Delta enables an organization to develop a decision landscape and manage decisions in an integrated portfolio. Our approach to decision management allows an organization to apply consistent decision making principles around the world, collect intelligence about decision making details, and improve the decision making process over time.

Managing decisions in this manner is critical, especially when an organization is active in merger and acquisition activities, is transforming the nature of its business, is advancing industry or market innovation, or is simply attempting to achieve a higher level of operational excellence.

the division between good and bad decisions is critical to business success

Empirical evidence suggests that good decisions don't happen by chance. Zero Delta has an integrated decision management structure that is designed to ensure that decisions align to what's most important to the enterprise.

The Zero Delta Decisive Enterprise solution:

- Creates an enterprise-wide decision landscape so that all decisions can be viewed in a consistent manner throughout the enterprise;
- Strategic decisions that surround critical activities like M&A and business transformation can be coordinated across the enterprise;
- A consistent decision analysis and decision making approach can be applied around the world; and,
- Statistical methods applied in the Zero Delta decision structure helps to reduce personal bias from the decision making process.

AND THE CONSISTENCY BY WHICH INITIATIVES ARE EXECUTED



Strategic alignment needs to be realized throughout the entire enterprise. A well-defined operational strategy won't work well if it isn't checked and aligned against business transformation initiatives, merger and acquisition activities, global expansion initiatives, and the growth plans for the enterprise. Zero Delta not only provides an effective means for alignment, the methodology also integrates the enterprise by ensuring the consistent application of strategic thinking, decision making, and initiative and performance management – across divisions, across geographies, around the world.

alignment and integration are core principles behind the creation of Zero Delta

ZERO DELTA : FEATURES & BENEFITS

FEATURE	BENEFIT
Comprehensive Methodology	Zero Delta can be executed throughout the enterprise leveraging an integrated methodology that addresses matters of strategy, risk, governance, enterprise architecture, initiative management, and performance management.
Iterative Process	Zero Delta is designed using an iterative process. The iterative process supports top-down, bottom-up, and inside-out execution.
World-to-Person Framework	Zero Delta addresses top-level, enterprise-wide issues such as managing strategy across world geographies, while at the same time addressing strategies all the way down to the people level.
Detailed Meta-Model	The Zero Delta framework is detailed using a comprehensive meta-model format and industry-neutral ontology that is extensible allowing each enterprise to customize the meta-model in order to address industry-specific and enterprise-specific information elements.
Enterprise Class Software Tools	Zero Delta has an integrated software tool-set that is designed to provide a collaborative environment wherein strategy can be defined and initiatives can be managed throughout the entire enterprise.
Academic R&D	Zero Delta methods are designed in conjunction with leading academic institutions from around the world. Our researchers help to bridge academic theory and concepts into practical methods and approaches that can be used by enterprise leaders.
Integrated Maturity Model	A fully-detailed maturity model provides a platform for maturing the Zero Delta strategy-to-execution process inside your enterprise. Start simple, improve performance over time.

SUCCESS CAN BE MEASURED BY HOW EFFECTIVE YOU ARE AT ELIMINATING THE DELTAS BETWEEN STRATEGY & EXECUTION



ZERO DELTA

The concept is simple, the practice easily can be brought into the enterprise.

The Zero Delta methodology is a unified approach to enterprise management. The methodology integrates a process, a framework, and a detailed meta-model for enterprise strategy and programme execution.

The Zero Delta methodology is complemented by a set of software tools that are designed to promote and achieve greater enterprise collaboration.

The first step is introducing Zero Delta to your organization. Our research and advisory specialists can assist with gauging your current level of enterprise capability vis-à-vis the Zero Delta Maturity Model.

www.zerodelta.org

CHICAGO

+ [1] 312.235.2390

HONG KONG

+ [852] 8199.9540

LONDON

+ [44] 20.7993.2190

SYDNEY

+ [61] 2.8080.2780

zero delta™

CENTER FOR ENTERPRISE ALIGNMENT

211 East Ontario Street; 18th Floor
Chicago, Illinois 60611 U.S.A.

m +1.312.235.2390

f +1.312.235.2391

www.zerodelta.org