

Business done right!



Your business design expert

Leverage a suite of **Business Design services, workshops, and tools** and holistically fuse business, people, and technology requirements to ignite positive change.

BUSINESS DESIGN SERVICES:

ASSESSMENT
STRATEGIC DESIGN
STRATEGIC IMPLEMENTATION
ADVISORY

*Technology Design and Advisory
services also available.*



Get in contact now!

www.kathyherrmann.com

Phone: 571-236-7929

Transform your business

GAIN THE INSIGHT YOU NEED TO FUSE PEOPLE + PROCESS + TECHNOLOGY

A complex world calls for complex solutions. Yet, you want a consultant who understands business, culture, and technology.

I do.

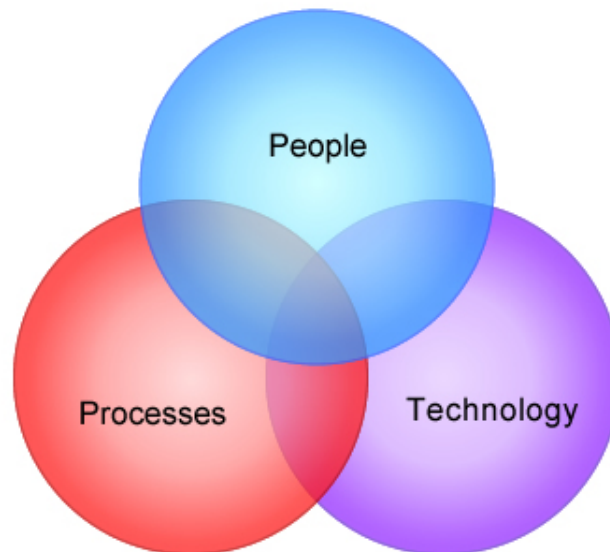
*Social business design
is a specialty.*

Fast track your corporate initiatives. Start by understanding where your company is today. Then move forward with the surety your business is aligned with customers, partners, and employees. And finally, get the help you need to stay on track.

Get in contact today!

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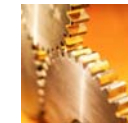
STRATEGIC FEASIBILITY

Propel your business strategy by ensuring its definition will meet your objectives.



EMPLOYEE USEABILITY

Review the useability of your strategy and tactics by employees. Learn what needs propping up.



PROCESS REVIEW

Determine gaps in current processes that you need to fill to achieve success in your strategic initiative.



VALUATION ANALYSIS

Know the economic potential of your initiatives — Cash flows of Gains versus Costs, Net Present Value (time-value of money, and Return on Investment (ROI)).



ADVISORY

Keep your team on track with on-call executive advisory service.



HURDLE BARRIERS HOLDING YOU BACK FROM SUCCESS.

GET IN CONTACT!

Business Design Services

DELIVERABLES

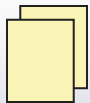
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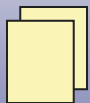
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Assessment



User Experience (incl. Gap Analysis)

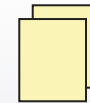
- Audience definitions (employees, customers, or partners).
- Expectations of audience.
- Determination of barriers to effectiveness and other challenges.



Process review

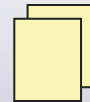
- Review/documentation of existing processes.
- Determination of problem areas and opportunities.

Strategy Design



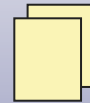
Strategy Definition

- Overview of opportunity or challenge.
- Business plan for initiative, including per-department plans, milestones, and measureables.



Process Redesign

- Detailed process improvements necessary to support business changes.



User Requirements

- Plain English, detailed description of the user experience required for supporting tech solutions. Will be used as the basis for the later Solution Technical Requirements document.



Valuation Analysis

- Initiative-specific analysis of cash flows of Gains versus Costs, Net Present Value (time-value of cash flows from your initiative), and Return on Investment (ROI).



Business Design Services

DELIVERABLES

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Implementation



Business Advisory

- On-call advisory sessions to fine-tune strategy or other considerations as implementation progresses



Communications Plan and Coaching

- Positioning messaging for internal or external promotion of new initiatives to



Training workshops

- Social business preparedness.
- Process- or technology-focused training in support of the new initiatives.

Advisory



Business Advisory

- On-call advisory sessions to fine-tune strategy or other considerations as



Technology Design and Advisory Services

DELIVERABLES

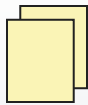
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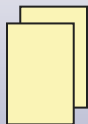
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Technology – Services provided by Collaborative Partners



Product & Technology Roadmap

- Plan outlining short-term & long-term solution goals, including
 - Needs requirements and the technologies required to satisfy those needs,
 - Forecast of technology developments, and
 - Framework to help plan and coordinate technology developments.



Solution Technical Requirements

- Document to be used by developers that will provide a detailed explanation of how to develop the solution, including:
 - Technologies (primary and any alternatives) to be used.
 - All general architecture and interoperability requirements, and
 - Database requirements.



Proof of Concept

- One of two types, depending on customer preference:
 - “Interactive” – Demonstrates concept but not on actual technical platform.
 - “Working prototype” – Created on actual platform.



Technical Advisory

- On-call advisory sessions with IT members during solution implementation

