

Orchestrating Powerful Performance

World-class business strategies that deliver a tangible and measurable impact



The Magical Quality





What is the difference that makes the difference?

- Players who are masters of their craft
- Harmonise the players into a symphony of excellence
- Musical masterpiece awaiting magnificent execution
- Excellent Senses to know what is going on

We get that Magical Quality we call Greatness



The Magical Quality in Business





What is the difference that makes the difference?

- The right people in the right place
- Management practices that align and harmonise the team
- A world-class strategy that everyone understands and everyone executes
- Real-time BI and metrics systems so you know what is going on

The Foundations of Greatness in your Business



The Secret to Distinction





- Without an Audience there would be no point in having an Orchestra
- The customer is the beginning and end of ALL business
- Without a customer there would be no business

The Secret: Everything you do must be for the Customer



There is just ONE problem...



Greatness is elusive and hard to attain

Knowing what to do in theory is dramatically different to actually creating a tangible and measurable impact

That's where Dawning Truth can Help you on the path to Value...

Why we can Assist You...













Standard Bank

































Some Interesting Facts:

- Consultations vary in size from: R8K to R5o Mil (billable)
- Been involved in:
 - R500 Million Interbanking Project
 - US \$1 Billion mining project
- Anwar Lagardien 10 years
 Management Consulting
 Experience, Local & Intl, BEcon,
 MBA
- Dave Lucas 5 years Operational Consulting Experience, 12 years IT, Author Inner Secrets of Greatness, MTN Cell Phone Banking

Business process optimisation, Strategy development and implementation, Efficiency modelling and cost engineering, E-Business development and project implementation, Business improvement initiatives, Organisational transformation, Strategic, Tactical and Operational Revenue modelling, Feasibility Studies (using the STAGE GATE Methodology process), Joint Venture development, Technology Strategy



The Picasso Syndrome

Why Greatness is so hard to attain...





A Symptom of Functional Divisions

- Everyone playing different music
- Difficult to coordinate
- Parts not aligned or synergised
- Agility challenges
- Innovation challenges
- Hampers Growth vs. Potential
- Inefficient and costly bureaucracy

Optimising the Parts Instead of the Whole



How to optimise the Whole



Step 1:

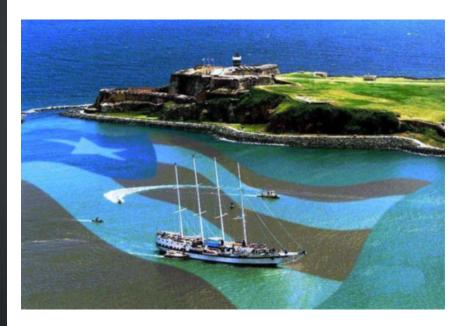
Think Different



A New Perspective...

We need to change the way we think about business





Systemic Thinking - it's not about the parts it's about the whole

- Businesses are Organic Living Systems
- Have a will of their own
- Emergent culture
- Tightly coupled actors
- Constant feedback
- Need to think like a Master Landscaper ... not a Commander
- Set the direction and then optimise the parts to the whole
- Experiment to see what works
- Incremental change
- Learn from feedback



True Optimisation is Synergy

How to optimise the Whole



Step 2:

Operate in a Different Way



The Essence of Greatness





Took 14 years to discover 2 things:

- Create a Growth Loop
- Use Best Practices
- Growth Loop synergises the business into a whole
- Exponential Revenue growth due to Snowball effect

How to optimise the Whole

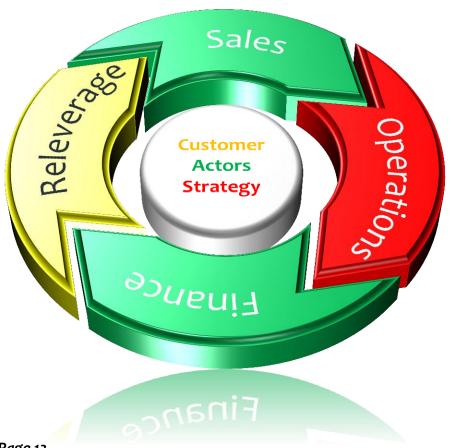


Step 3:

Measure the Right Things



The Master's Plan



Synergistic BI Scorecard:

Holistic view of what is happening in the business

- Monitors the Value Stream
- Aligns and Monitors the Growth Loop
- Highlights Synergy Challenges
- Informs Tactics
- Encourages Synergistic Optimisation
- Leading Indicator of Performance

Practical Execution



Dawning Truth can Help you

Optimise the whole in three steps:

- **1. Think Different** Enhance your Business Paradigms
- 2. Operate in a Different Way Align and synergise Sales, Operations, Finance & Releverage
- 3. Measure the Right Things Implement or Adjust BI Systems to measure the difference that makes the difference



Benefits of Synergy





- Greater Growth through Innovation
- Streamlined and more cost effective operations
- Reduced risks
- Simpler Governance

