



# Orchestrating Powerful Performance

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



**Dawning Truth**  
Live A Better Life

# 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...



## Some Interesting Facts:

- Consultations vary in size from: R8K to R50 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



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# 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