



STRATEGY simplifies the process and helps present strategy in a cohesive, integrated way. Executives often describe the outcome from constructing a strategy map as “the best understanding of strategy we have ever had.” And beyond just understanding, STRATEGY provides the foundation for a system to support effective and rapid performance improvement.

Defining strategy into measurable objectives, defining meaningful metrics and communicating the strategy throughout the organization is the first step toward improved performance. STRATEGY helps define what to measure.

Recommended next steps to ensure continuous alignment with strategy and ongoing performance improvement include:

- *Assigning metrics to individuals,*
- *Creating a consistent and fair measurement system,*
- *Automating the system and*
- *Tie to a reward system*

With Abrige STRATEGY, capturing the Strategic Plan is easy and provides results that can be immediately put to use within a balanced or KPI scorecard, such as Abrige EXECUTE!, in a pay for performance system, supported by Abrige PERFORMANCE or used directly as the building block for any performance improvement initiative.

Abrige enables leaders and their organizations to execute strategy. Our solutions help you better-define goals, communicate what you expect, measure performance and see results.

Choose one or more of the following Abrige interactive, on demand applications to complete your Corporate Performance Management (CPM) solution today!

EXECUTE!
Manage your business to meet internal, customer, finance and learning goals (Enterprise Balanced Scorecard)

REPORTING
Slice, dice and drill deep into data to support analysis and decision-making (Data Mining/Business Intelligence)

DISCOVERY
Re-discover current business processes and plan for change (Gap Assessment and Action Plans)

STRATEGY
Map your strategic plan and define measurable goals (Strategy Mapping)

PERFORMANCE
Streamline the evaluation process and move all toward a common vision (Individual Evaluation and Scoring)

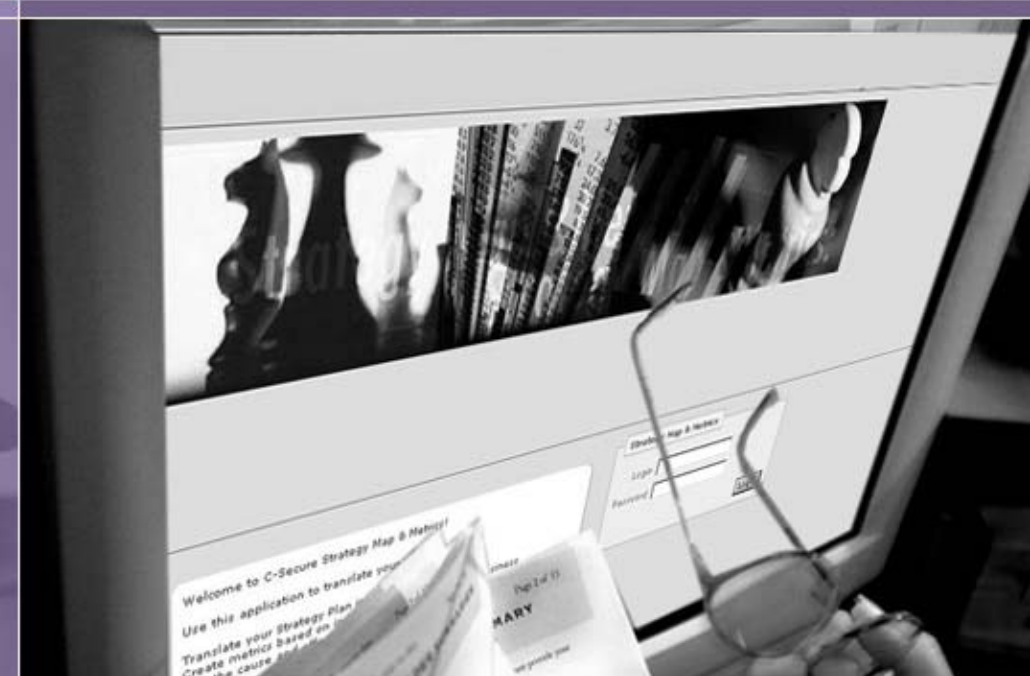
(Tel) 1.360.303.4617
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STRATEGY



See the Plan,
Define Metrics,
Get the Results...



- ❖ Define Strategy
- ❖ Identify the cause-and-effect linkage between Strategic Objectives
- ❖ Develop a visual diagram, or map of your strategic plan

STRATEGY

See the Plan, Define Metrics, Get the Results...

An age-old accounting adage goes like this, "You get what you measure." But wait... what should you measure? Defining your strategy is a necessary first step to meeting goals, because "you can't measure what you have yet to define!"

Abrige STRATEGY is quick to install and simple to use, yet powerful in its ability to communicate strategy in a more meaningful way. With STRATEGY, leaders and their organizations gain a more unified understanding and commitment to strategic goals.

Abrige: Execute Strategy, Meet Goals

This robust software also helps executives take that next critical - and often missed - step: creating a plan for the execution of strategy. Use STRATEGY to see your Plan and define the metrics that will get results.

Abrige closes the gap between strategy and action. With STRATEGY, strategic plans are mapped to measurable objectives. This Strategy Map can then be expanded, with useful metrics, into a complete Graphical View of strategy, for the organization, by unit, division, department or other level. The robustness of STRATEGY is unmatched. STRATEGY moves leaders and their organizations a giant step forward toward realizing strategic goals.

With Abrige STRATEGY you can:

- Create a visual representation of the Strategic Plan
- Map the cause-and-effect relationship between Strategic Objectives
- Define goals in measurable terms
- Assign metrics and priorities
- Support strategic initiatives such as Pay for Performance and Balanced Scorecard
- Communicate Strategy throughout the organization!

Take a giant step toward your realizing your vision with STRATEGY.

Contact us for a live demonstration today!



Select Criteria (Industry/Challenge)

- Optional - create unique maps by unit, division, department, etc.
- Optional - ability to delete previously created industry and/or challenge

Strategy Map View

Graphical View

Customize

Add Industry

Add Challenge

Add Objective

Add Measure

Edit Objective

Edit Strategy Map Relation

Import (from Excel or Web Template)

Create Strategy Map Relation

Logical and Intuitive

The often daunting task of defining strategy in measurable terms is simplified with STRATEGY.

Prepared "quick start" and custom collections of best practice objectives and metrics are available to further customize to fit your strategy.

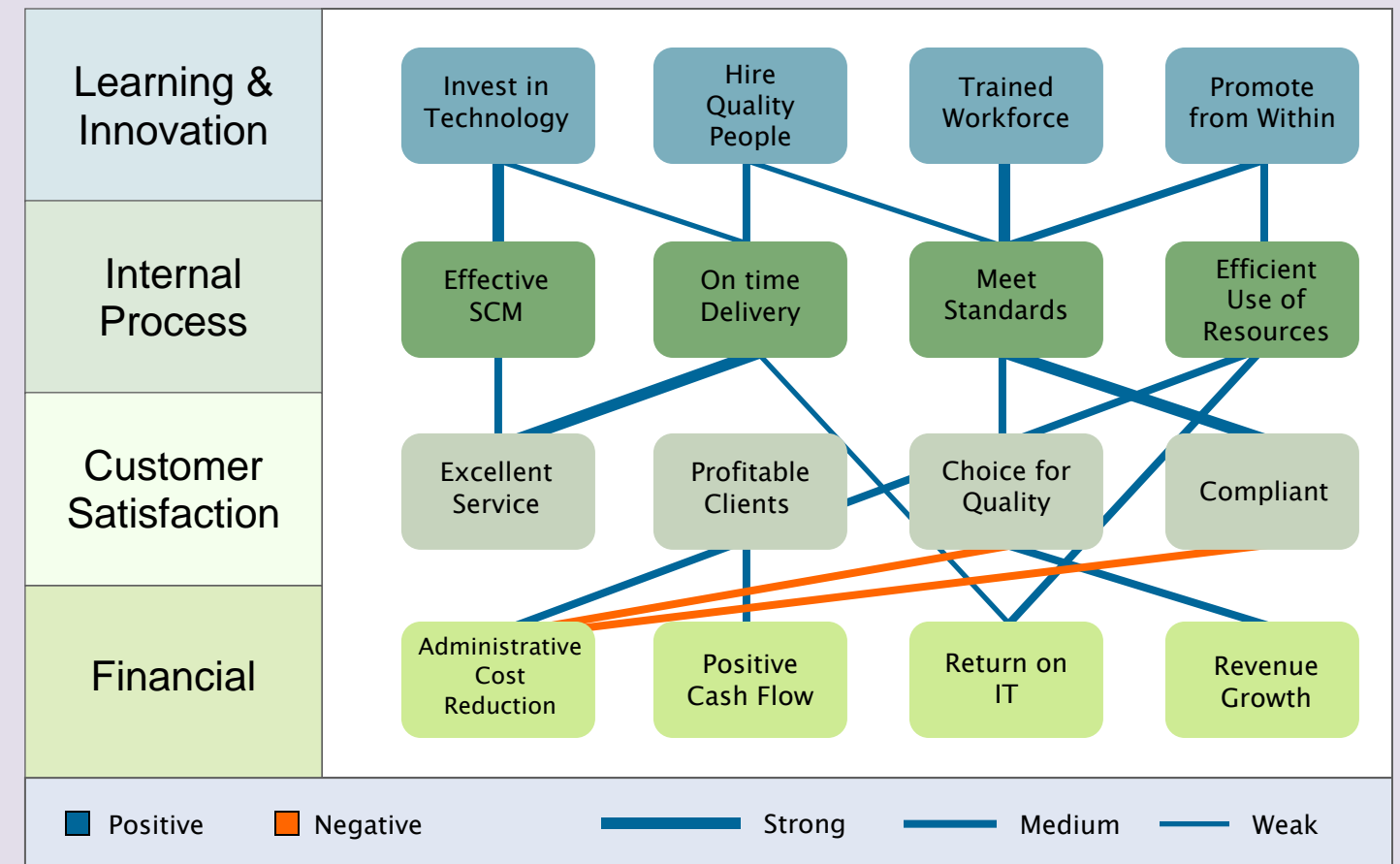
Meeting Goals: Taking swift and appropriate action; Executing strategy

Abrige recognizes that in the real world, Strategic Plans aren't easily converted to action plans.

STRATEGY allows you to take an iterative, phased-in approach to defining strategic objectives and communicating these objectives through meaningful metrics that get results.

Strategic Map - Graphical View

For every action there may be multiple effects. The strategy map lays out the expected cause-and-effect relationships between strategic objectives. For example, the relationship between quality and customer satisfaction is usually strong and positive, while at some point the relationship between quality and financial performance may be neutral or become negative.



Now you can really see the key drivers of performance, which is a critical first step toward improvement!