Superior results are driven by intelligent decisions. Intelligent decisions are driven by insightful measurements. Are you measuring the right things?
ABOUT US

Measurement is a critical input to performance. Our constant pursuit of higher, faster, stronger measurement provides the feedback organizations need to direct resources and guide efforts. Just as it is with high-performance athletes, measuring performance is not just a matter of measuring outcomes, but also measuring the key activities or levers that drive performance. Value Based Measurements identify, track and report on the elements that are outcome based, uncover insights, and truly add value to the organization.

OPTIMUS | SBR has deep experience in identifying organizations’ unique, critical success levers that facilitate decision making and drive superior performance. For over 30 years, OPTIMUS | SBR has provided measurement expertise that has helped successfully ensure accountability, manage risk, and helped senior leaders arrive at sound conclusions.

WHO WE ARE

OPTIMUS | SBR is a management consulting firm focused on supporting executive leaders and their organizations in solving problems, facilitating change and optimizing performance.

Since 1979, we have provided leading firms across North America with advisory services customized to address unique needs, including process and implementation planning, strategy and leadership development, and project management.

OUR CAPABILITIES

THIS PAGES Contains the following sections:

- Strategy
- Process Improvement
- Project Management
- Research & Analytics
- Governance & Executive Leadership

Management Consulting • Resource Augmentation

OUR VALUES

How we do things is just as important as what we do. Our consultants behave in accordance to our value system:

Teamwork • Integrity • Passion • Initiative • Leadership

PRACTICE AREAS

Our process improvement experience spans across our key practice areas:

- Financial Services
- Energy & Infrastructure
- Health Care & Not-for-Profit
- Government & Agencies

Valu-Based Measurements | 2
Does your organization measure the right things?
Do your metrics drive better performance?
Do they empower intelligent decision-making?
How do you know? Take our quiz to find out.

VALUE BASED MEASUREMENTS

THE CHALLENGE

Metrics. Reporting. Performance. These three words can strike fear into even the most senior executives. In today’s accountability-focused business environment, getting the right performance measures in place can literally mean the difference between organizational success and financial ruin.

DO YOU NEED VALUE BASED MEASUREMENTS

If you want to know if your organization can benefit from Value Based Measurements take the following quiz.

If you answer NO to one or more of the following questions, your organization is a prime candidate for Value Based Measurements.

1. Does your current reporting support proactive decision-making as opposed to a review of historical activity?
2. Does your current reporting provide clear indication of performance against established benchmarks?
3. Are your reporting stakeholders able to arrive at sound conclusions without the need to interpret results?
4. Does your current reporting simply and efficiently show how the business is doing in terms of its strategic goals and objectives?
5. Does your current reporting enable quick and informed decisions that address and mitigate business risks?
6. Does your current reporting quickly and accurately depict the overall health of the business?

Don’t know the answers to these questions? OPTIMUS | SBR can advise you on how you can quickly and effectively determine the answers to these questions for your organization.
WHAT ARE VALUE BASED MEASUREMENTS?

A custom-designed, built-from-the-ground-up performance measurements system of outcome-oriented and value based indicators.

Value Based Measurements provide measures and reports on the critical components of your organization, and its performance against your strategies and operational objectives.

The OPTIMUS | SBR Value Based Measurements framework not only drives your strategy forward, but it gives a clear indication of what is working, what is not, and empowers you to make the right decisions.

WHY VALUE BASED MEASUREMENTS?

OPTIMUS | SBR’s Value Based Measurements are designed for companies that have a desire to add increased reporting value and meaningfulness, and enable a clear understanding of where the performance of their business can be improved.

Research shows that Value Based Measurements will –

- Help you achieve your strategic objectives
- Reduce wasted time and effort
- Unite a variety of stakeholders by breaking down silos
- Give you a better understanding of how to allocate resources and formulate policy
- Create an environment of continuous improvement based on fact

METHODOLOGY

OPTIMUS | SBR will partner with your team to design a performance measurements framework that consists of clearly defined, value based, best practice indicators that will measure and report on the critical components and strategies of your business.

Your framework will accurately and effectively –

- Tie into customer or business partner needs
- Address operational requirements
- Incorporate industry best practices
- Flag potential risks

Our Value Based Measurements methodology was designed for companies seeking to add increased value and meaning to their corporate and/or operational reporting.

Value Based Measurements enables clear and quick understanding of where the performance of your business supports the achievement of strategy, where it can be improved, and what areas require critical attention.

OUR APPROACH

At OPTIMUS | SBR, we believe that measures need to be clearly linked with business value and should be outcome based. Value based performance measurements help organizations better achieve their strategic goals and operational objectives. They also serve to align and unite all stakeholders in the common goal of building a better business.

By accurately and effectively tying into existing customer or business partner needs and operational requirements, Value Based Measurements align operational performance with strategic goals and objectives.

We partner with your team to design a performance measurement framework of clearly defined, strategically aligned indicators tied to business value.
A COMPETITIVE EDGE

Our success is rooted in our proven methodology consisting of four phases:

**DISCOVERY**
- Phase 1
  - Discovery Findings
  - SME Input & Validation
  - Preliminary Framework
  - External Research

**DESIGN**
- Phase 2
  - Detailed Design Approach
  - SME Input & Validation
  - External Research
  - Design

**DEVELOPMENT**
- Phase 3
  - Data Validation
  - SME Input & Validation
  - Quarterly Report Framework, Detailed Measures

**MEASUREMENT**
- Phase 4
  - Quarterly Report Framework, Detailed Measures
  - Framework, Detailed Measures

Value Based Measurements will help you see your business from a new perspective. If you have a desire to add increased reporting value that enables a clear understanding of where the performance of your business can be improved, then Value Based Measurements is suitable for you.
DISCOVERY

OPTIMUS | SBR will work closely with you, your internal business area experts, and your reporting recipients to review your current performance reporting framework, measurements, and output formats.

We will review your strategic objectives and goals and determine how well they map to current performance measurements and reporting outputs. We will identify and prioritize the issues and gaps at play, and recommend the best approach to developing your future performance measurements framework.

- Needs & gap assessment
- Review current reporting framework
- Organizational review
- Subject matter expert discovery
- Reporting stakeholder interviews
- Best practice review
- Future state recommendation

DESIGN

OPTIMUS | SBR will conduct targeted industry specific and general best practice research on performance measurements in concept that may be able to address your specific reporting shortfalls.

Together with input and feedback collected from your internal experts during the Discovery Phase, we will design a future oriented performance measurements framework that suits your decision-support needs, and closely aligns with your strategic goals and objectives.

- Best practice framework design
- Measurements concept design
- Strategic alignment
- Business value development
- Stakeholder validation & approval

Sample of Executive Reporting Scorecard Concept

<table>
<thead>
<tr>
<th>QUARTERLY PERFORMANCE REPORT — Q3 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRATEGIC PERFORMANCE INDEXES</td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td>Financial</td>
</tr>
<tr>
<td>Customer Service</td>
</tr>
<tr>
<td>Internal Training</td>
</tr>
<tr>
<td>Customer Referral</td>
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</tbody>
</table>

24 Total Performance Measures
DEVELOPMENT

OPTIMUS | SBR will work with your reporting and data management resources to identify which measures in concept can easily and most cost effectively be reported on. We will also identify measures which should ideally be reported on in the future, together with the requirements for enabling them.

Working again with your internal experts we will then build out detailed definitions and performance threshold criteria for all measures to be implemented immediately, together with reporting formats tailored to your organization's needs and culture, and an executable plan for rolling out your new reporting according to your timeline requirements.

- Detailed measurements definition
- Establish baseline thresholds
- Scorecard & reporting formats
- Reporting process design

MEASUREMENT

Finally, OPTIMUS | SBR will work closely with your reporting resources to define the most cost-effective and efficient approach to data collection and report production. We will closely support them through the data collection, consolidation and report production for the pilot release of your new reporting outputs.

- Consolidation of data from sources
- Compilation of scorecard & reports
- Final validation and approval of measures
THE VALUE BASED MEASUREMENTS

DIFFERENCE

- **Can vs. Should** – Measures are defined on the basis of what should be reported on, not simply what can be reported on today. This in turn drives a continuous improvement process that will help close the gaps that are preventing you from measuring what should be measured.

- **Understand More with Less** – Value Based Measurements define key indicators of performance across like operations and processes. This identifies whether deeper investigation of underlying performance issues is required, without inundating you with volumes of reporting and data.

- **Outcomes vs. Activity** – Activity is not an indicator of performance, it’s an indicator of activity. Value Based Measurements are focused on the outcomes of the activity in order to determine the true value these activities provide.

- **Business Value** – Value Based Measurements are not just about numbers and fancy graphs. It expresses the “So what?” – the business value behind a measure, which is critical to understanding the implications of the performance, and critical to supporting the decisions that need to be made.

- **Threshold-based** – Value Based Measurements focus leadership time on reviewing and understanding problem areas through clearly defined performance thresholds. If we’re all in agreement that X = Green, then we don’t need to read and discuss X. Tell us about Y and Z.

BENEFITS

- **Buy-in & Ownership** – Our collaborative approach to framework development, which is done in conjunction with your subject matter experts helps build buy-in and ownership throughout the process.

- **Practical** – Value Based Measurements determine what should be measured, then identify what can be done now versus what needs to wait for some point in the future; as well as what needs to be done to get there when you’re ready.

- **Customized not Canned** – Value Based Measurements are developed to fit your organization and its specific needs. There is no “one-size-fits-all” approach.

- **Modular** – Our phased approach allows for an end-to-end solution, or partial support that gets you moving in the right direction.

- **Flexible** – Our consultants will integrate seamlessly with your team, and work at the pace that suits their needs best.

The right measurements give elite athletes the competitive edge they need to succeed. Does your organization have the right measurements in place to drive high performance? Want to find out?

Contact OPTIMUS | SBR today for a no-obligation consultation.
CHOICE TOOLS. PRECISION AIM. BOLD ATTITUDE.