



ALIGNED MANAGEMENT CATALYST™

The Aligned Management Catalyst Process (AMCat™) is a revolutionary strategic planning process. It combines proven group process methods with computer technology. An integrated system of focus, teamwork and clear communication, results in reduced meeting time, elimination of conflict, increased commitment and the ability to quickly realign resources in response to changing circumstances.

The AMCat™ consists of seven steps that successively build upon each other to produce a powerful, matrix showing where the organization stands with its goals and a comprehensive Action Plan that outlines projects, timelines and responsibilities. The process is complete in one to three days and can be customized as appropriate to integrate with other strategic planning activities within an organization.

Step One - Create the Vision

This process is one of inclusion, non-confrontational group participation, long-term and big picture thinking. It clarifies the organization's strategic intent and core competencies, and it reflects "stretch" goals. The result is a vision which aligns all parts of the organization and articulates criteria for success.

Step Two - Brainstorm, Vote and Cull Options

Participants are encouraged to think openly and positively without critique. Various tools for stimulating creativity are used to produce an outpouring of possibilities. Participants distill the brainstorming ideas into a set of specific, practical initiatives that they consider essential to achieving the organization's vision.

Step Three - Group Initiatives into Objectives

The initiatives are grouped into broad objectives based on the strategic results they produce. This process creates an opportunity for future cross-functional implementation steps which are targeted, strategic and related to results. Everyone in the room is empowered to work this step.

Step Four - Prioritize Objectives

Through a paired weighting exercise, objectives are prioritized based on where the organization's resources should be placed. This process ensures the input of each person is heard and acted upon. The results are much more robust than those achieved through a standard prioritization process.

Step Five - Determine Stage of Accomplishment

Participants engage in a consensus process to determine where the organization is in terms of accomplishing each objective based on a 10-stage scale. The discussion acts as an information session to share what all areas and people are contributing to the organization.

Step Six - Analyze Diagnostic Matrix

A matrix is developed which shows the objectives in relation to the level of prioritization, stage of accomplishment and optimum path of achievement. It provides the organization a graphic picture of where it is on and off target in working toward achieving its vision.

Step Seven - Develop Action Plan

An essential component of the action plan is the identification of prime constraints -- those things that will keep an organization from achieving its priorities. It allows management to clearly see key bottlenecks that have the potential to hold back the strategic impulse of the organization. The end product is a complete action plan with outcome statements, lead and team assignments, prioritized initiatives and milestones. *This report is immediately available to each participant.*