

CAP6

CONNECT COLLABORATE ALIGN.



Create alignment inside your enterprise and with your customers and strategic partners through the CAP6 Constituency Alignment Process.

All high-performance businesses, regardless of size or industry have one common trait - a high degree of alignment between the various constituency groups involved in the value the business creates.

Every enterprise exists in an ecosystem comprised of numerous constituency groups. Inside the company these are shareholders, leaders, managers and employees. Outside this can consist of customers, strategic partners, local communities, regulators, government agencies and more. No single constituency operates in isolation and all have a direct connection to enterprise performance.

Through our Enterprise DNA Alignment Model, Rockefeller Consulting/Insight Capitalists' CAP6 process aligns constituencies with business objectives by delivering a reasoned and efficient process that always begins with understanding your target.



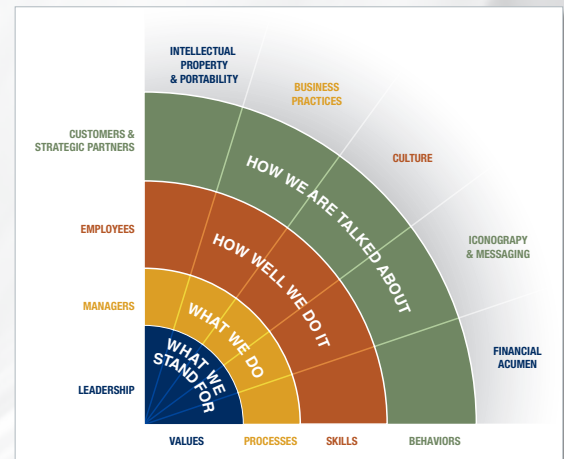
CAP6 CONSTITUENCY MANAGEMENT

Inherently flexible, the CAP6 process can be used to examine a single constituency group or to organize numerous groups to interact in the interest of the company's business objectives. Generally speaking this process works as follows:

- 1 Gather insights** - Insights are necessary to effectively align constituencies. Through primary research and in-depth interviews, we establish a full understanding of the context of the lives of each group. Using behavioral psychology constructs we explore the drivers that lead to affinity and the sense of belonging necessary to drive aligned behavior.
- 2 Define media usage profile** - Alignment is ultimately a communication process between an enterprise and its constituencies. Mapping each group to their preferred media ensures communications reach and resonance. This is more than just preference, it is the linkage of specific tasks with specific media platforms of choice.
- 3 Revisioning** - To succeed, businesses align constituents - internal and external - around a vision of the company's future. The revisioning process can be very specific with a narrow focus such as on business development or marketing, or it can be systemic and organization wide.
- 4 Define The Narrative** - Vision alone is not enough. A narrative of that vision must be operationalized in a way that will speak to each constituency in their own voice. These narratives will provide a granular expression of how the company's objectives will infiltrate the lives of the target constituency in both a rational and emotive way.
- 5 Implementation** - A strategy is of no use without execution. At implementation we collaborate to create strategic action plans for each constituency and work to execute them alongside our clients.
- 6 Measurement** - Metrics and measurement are frequently mentioned but often neglected in the frenetic pace of business. We take a disciplined approach to following-up on our alignment work - monitoring, measuring and modifying as necessary to ensure success.

The Road to Alignment: Improved Performance in 100 days.

In today's business climate, any engagement needs to deliver results fast. The CAP6 process promises measurable results in the first 100 days of engagement. Whether you are a CEO looking to extract more value from your company, a private equity firm looking to increase performance in a new acquisition, or a management team trying to integrate after a recent merger - CAP6 can provide a roadmap to successfully increasing company performance through alignment.



THE ENTERPRISE DNA ALIGNMENT MODEL

Central to the Rockefeller Consulting/ Insight Capitalists approach is our Enterprise DNA Alignment Model™ (eDNA). The eDNA composite consists of five primary strands.

Intellectual Property and Portability

Business Practices

Culture

Iconography and Messaging

Financial Acumen

Through these strands the mission, vision and values of the company must be communicated and processes implemented to realize them. On top of this, skills must be acquired to operate these processes. When done correctly outside constituencies - customers, strategic partners, regulatory groups etc., reflect the company's values through their behaviors.

When all of the aspects of an enterprise are working in lockstep, that business achieves its full performance potential and highest degree of value creation.