

DELIVERING & IMMEDIATE BENEFIT ENDURING VALUE

Rockefeller Consulting/Insight Capitalists (RC/IC) is committed to providing world-class business services to a wide array of enterprises via the holistic model of Enterprise DNA™. With Mark Rockefeller as a founding member, this enterprise extends his family's legacy of visionary leadership to the discipline of strategy management and business building processes. RC/IC integrates proven business practices with leading-edge technologies to accelerate growth in a manner that is consistent with long-term value creation.

Central to the company's approach is that leadership is committed to seeing their enterprise as it is; not as they would like to see it. This requires:

A holistic model of business that explains how the components unite to create high performance.

The willingness by all parties to look for and include disconfirming facts in forming perspectives on the state of any endeavor.

An ability to combine quantitative and qualitative perspectives to derive real meaning from any analysis beyond balance sheets and return on equity.

Once oriented to the prevailing conditions impacting an industry, companies can apply innovative thinking to these challenges and unlock their full potential.



ENTERPRISE ALIGNMENT SURVEY

THE KEY TO HIGH PERFORMANCE

The essential promise of eDNA™ as a model is that through aligning all of the critical stakeholders of a business around the five strands of Enterprise DNA™, a company will have the greatest chance to reach its potential. The first step in this process is a candid and objective assessment of the enterprise. To accomplish this, RC/IC has developed the Enterprise Alignment Survey. This web based diagnostic tool allows an organization to determine its structural integrity and the presence of any impediments to optimal performance. The survey focuses on the following dimensions:

Primary Stakeholder Groups:

- Leaders
- Managers
- Employees/Strategic Partners
- Customers

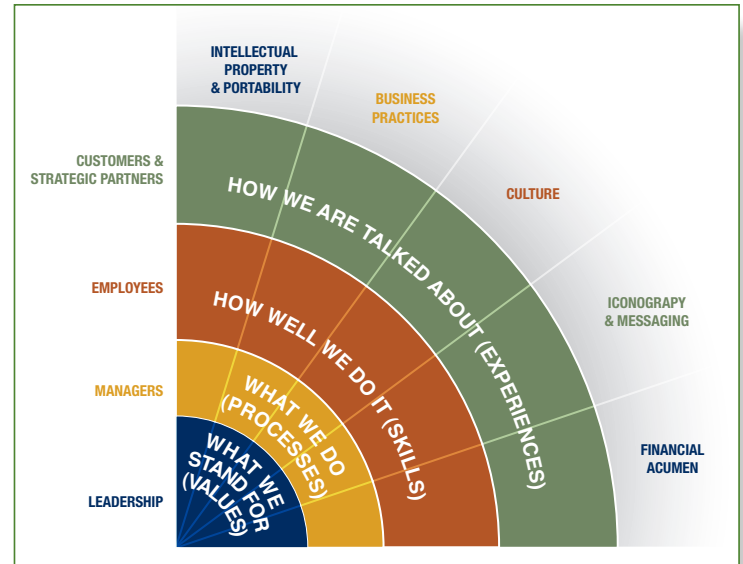
Operational Responsibilities

- Values - What the company stands for.
- Processes - What the company does.
- Skills - How well the company does it.
- Behaviors - How the company measures conduct.

Enterprise DNA™

- Intellectual Property and Portability
- Business Practices
- Culture
- Iconography and Messaging
- Financial Acumen

The eDNA™ strands provide the structural underpinnings of the survey. Associated with each is a primary stakeholder group. The survey assesses how well primary stakeholders can organize around and articulate each eDNA™ strand.



The alignment between stakeholders along each strand is indicative of functional efficiencies and optimal value creation to the ongoing operations of an enterprise.

Designed for rapid, Internet-based deployment across the company, the Enterprise Alignment Survey provides a quick but comprehensive snapshot of the company's current operations allowing stakeholders to identify opportunities for and challenges to growth.

AN ACTIONABLE OUTCOME

The Enterprise Alignment Survey returns a series of comprehensive reports that yield invaluable insights into the nature and scope of a company's challenges. From this point of view, a company may identify a pathway to enhanced performance, increased market share, and an overall improvement in profitability. By seizing the opportunity to understand the interplay between eDNA™ and high performance the leaders of a company are provided a systematic method for driving their vision into operational reality.