

Smart Business Program

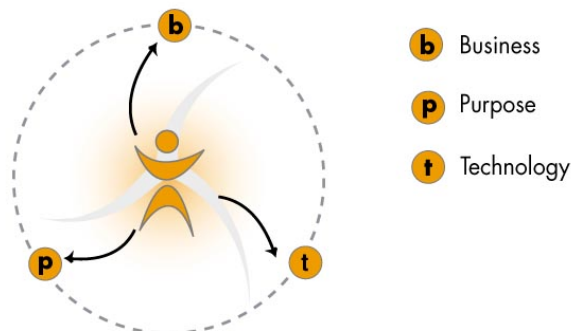
What is a Smart Business?

There are three things which drive your business success. **Innovation** and continual improvement is a key to greater profits. **Synergy** between your business, technology and people provides the discipline needed to pursue opportunities and contain costs. And together they provide a sustainable **Competitive Advantage**. Smart Business Design is all about developing your innovation and synergy to provide competitive advantage - meaning market leadership, increased sales and lower costs through greater efficiency.

A culture of innovation, an identifiable trait of market leaders or *smart* businesses, doesn't just come from thinking about it. You need to act on four key things:

1. Are you ready to envisage your business as smart, sustainable and one which follows continuous improvement and innovation?
2. Are you ready to develop the synergy between your business, technology and people?
3. Are you ready to build compelling experiences for your customers, clients, partners and staff?
4. Are you ready to attract, nurture and retain great people?

Redbean's **Smart Business Program** is a two stage process designed to build competitive advantage and take your business to the next level - quickly. Stage 1 is inexpensive and provides fast and valuable results.



By engaging your key people in a Smart Business Design workshop we can review your business, purpose, technology and people then build a clear picture of what you need to become a Smart Business and what value that will bring to you.

Smart
Business
Design

Stage I - Discovery and Analysis

- Step 1 – Complete a Business Diagnostic - consider capability
- Step 2 – Smart Business Design half-day workshop – identify opportunities
- Step 3 – Individual interviews and experience design mapping
- Step 4 – Development of your **Business Improvement Plan**
- Step 5 – Results and recommendations workshop - 3 hours – 1-5 people.

This 5 step process will demonstrate how you can foster a culture of innovation and synergy in your business that will provide immediate competitive advantage - leading to market leadership, increased sales and lower costs.

What you Provide!

During this period we will need access to a selection of your key staff for an initial workshop and data gathering. We will send out pre-workshop planning and questionnaires for you to do prior to the designated planning day.

What You Receive

At completion of Stage I you will receive a comprehensive **Business Improvement Plan** for the nominated project. It will provide analysis, feedback and recommendations in the key areas needed to freshen-up, improve or transform your business into a Smart business. Short and long term strategies for improving profitability are identified and Return on Investment (ROI) is considered.

Related Products

After the analysis of your readiness to be a Smart Business, the next stage is to create a Stage II **Design Blueprint** to support the transformation of your business, technology and people. The outcome for this stage is a comprehensive design of the required strategies and steps to develop your business innovation, synergy and competitive advantage.

How We Work

Redbean develops implementation plans in close consultation with the key stakeholders in the business. We set clear objectives, define metrics and targets for each stage and consider the value returned and hence investment required. Business improvement should be neither guesswork nor a hopeful exercise. After Stage I we can identify opportunities and predict with reasonable accuracy what value your business improvement strategies will bring.

Our objective is to make money with you, not from you!

Redbean's senior consultant, Paul McKey, will run the workshops and oversee the data gathering and writing of the associated blueprint.

For more information and to organise an initial and obligation free meeting please contact us at contact@redbean.com.au +612 66884011