

The foundation of all of our services is this equation.

Capabilities + Behavior = Performance

The factors that make up this equation are described in the chart below. At the foundation of all businesses are its goals and objectives. Why did it go into business? What did it want to do? How did it measure success? Goals and Objectives and their achievement are the yardsticks by which business success is measured.

From goals and objectives, organizations grow, developing behaviors and capabilities.

Capabilities, or the ability to perform, are created where process and infrastructure intersect. All of a company's abilities and limitations are determined by process and infrastructure. Behavior, or the desire to perform, stems from choices, actions and attitudes and is largely driven by organizational structure and the environment in which a business operates.

The combination of Behaviors, the desire to perform, and Capabilities, the ability to perform, will result in a business's performance. It is our view that these factors have to be understood and planned for when starting a new business or considering a major change to an existing one. An underperforming business, or a company that swings from profitability to survival are companies with issues in one of the four factors of Organization, Environment, Process or Infrastructure. The majority of the time, most businesses needing assistance have issues in two or more of the four factors.



WhiteBoard Partners, LLC believes in a high participation process for accomplishing business change. We develop a clear picture of the business. Much of the work is performed in interviews, work sessions or workshops. Whiteboards, projectors, flip charts and (with client's permission) recording is employed to capture the important information from the workshop as well as to drive more client involvement. Where the client is asking for a planning document, especially for a new business, we will do the financial modeling first, to determine business viability.

As documents are prepared, they are passed to the client for review and comment. Frequently, we will work the changes in a teleconference or in person with the client, to expedite the editing process. We also check for client understanding and agreement before we complete a contract work product.