



Strategic Business Assessment

Has your company reached its maximum profitability?

How does your company measure up to others within your industry? Are you ready to close the gap? Or possibly increase your lead?

Most companies want to become more competitive and more profitable but are unsure of where to begin. Our Strategic Business Assessment will help you identify growth and cost savings opportunities that can deliver **measurable** performance improvement and give you a real competitive advantage in your industry.

The status quo is no longer an option. Left unsolved, problems often found in small to mid-sized manufacturing companies are likely to cause one or more of the following conditions.

- Late Customer Deliveries
- Inconsistent shipments (end of month chaos)
- Large batches – high work in process inventory
- Production Material Shortages
- Low efficiency / productivity ratings

- High inventory values (low inventory turns)
- Rework, scrap and delays (often a high hidden cost)
- Declining profits

How Does It Work?

The goal of the strategic business plan is to integrate all aspects of the business's activities into a mutually supportive system working on improvement activities that are focused on the same company objective. Our improvement strategy consists of a 4-step approach that forms the foundation on which your company's visions can be realized. We apply emphasis on building a culture focused on a highly visible, result oriented, employee driven system of continuous improvement.

4-Steps to Success:

Strategic business planning is a process that progressively asks and answers four extremely important business improvement questions.

STRATEGIC BUSINESS SERVICES

“We engaged Synergy Resources for a strategic business analysis that made obvious our need for a more structured, more aggressive approach to continual improvement. While the diagnosis was important, what has been even more impressive is how Synergy has helped us execute a Lean implementation to achieve this end. Synergy brought a proven, turn-key system, with the people, the training, and the tools to get our fledgling program off the ground and gaining its own momentum from day one. Since then, they have continued to support us with progress monitoring, ongoing training, and trusted counsel to keep us on the right track. These aren’t just consultants – they’re do-ers, whose energy and enthusiasm have challenged us to speed our own drumbeat. We have achieved meaningful gains that we simply could not have made without them.”

Douglas Hamilton, III; CEO, Hamilton Associates



1. “Why” is it important to change now?
2. “What” must change & “What” will it mean to your business?
3. “Who” will need to be involved?
4. “How” will we achieve the stated objectives & “How” will we measure success?

Utilizing a number of tools and techniques at each step, we help to facilitate discussions that clearly identify the company’s strengths, weaknesses and opportunities. This leads to observations, interviews and process or value stream mapping on how the company currently operates and how it must operate to leverage its strengths, overcome its weaknesses and realize the opportunities for increased growth and profit. Completing steps 1 and 2 shape the foundation from which the strategic plan is developed and key performance indicators and metrics are defined.

And We Don’t Stop There!

The Synergy team is made up of dedicated professionals ready to roll-up their sleeves and work side by side with your management team and your employees to implement the recommended changes. With the organization properly aligned and the overall objectives clearly communicated, executing a sustainable improvement plan becomes the challenge that tests the resolve and commitment of the organization. Where applicable, Synergy’s continuous improvement specialists provide training, tools and techniques to advance the program as we work to develop your internal capabilities that will in time allow your company to sustain improvements and realize continuous improvement well into the future.

For companies serious about improving business performance and with the resolve to take the necessary action to change, Synergy’s Strategic Business Services team offers a hands-on approach to sustainable performance improvement.