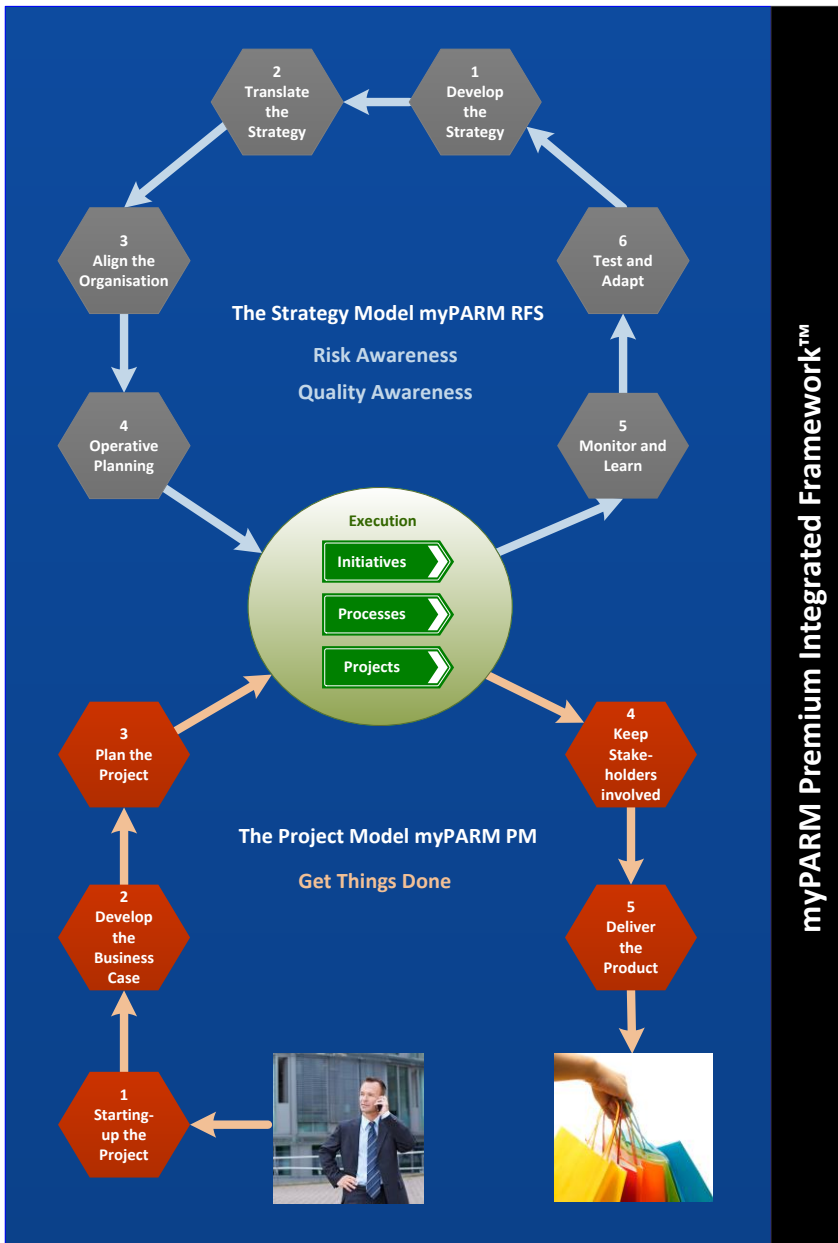


"I want effective strategy management - top-down and bottom-up!"



Prof. Robert Kaplan and Dr. David Norton investigated a large number of companies and organisations in order to find out what the prerequisites for effective strategy management are. They came to the conclusion that only 54% of the companies they investigated use an integrated management process for strategy implementation, and that the great majority - 73% - of these best practice users achieved above-average results. Of the remaining 46% of the companies, which do not have a strategy management process, only 25% can show exceptional results. This means that an anchored strategy management process brings a three-fold increase in the probability of success.

parm Ltd. has gone even further, and linked the closed 6-phase management system postulated by Kaplan and Norton (see illustration, upper circuit) with the globally proven project management system myPARM (see illustration, lower circuit). Strategic management is thereby seamlessly connected with operational business activity. This means, in practice, that initiatives defined within the framework of the Balanced Scorecard (BSC) are implemented with no system break by means of established project management methods such as PMBOK or PRINCE2. The early warning indicators and critical success factors connected via cause-effect chains

(strategy influence map) allow early feedback from the implementation process to the strategic goals set. The ongoing operational activities in day-to-day operations are planned, conducted and monitored in the same system, which prevents a one-sided and restricted view of business activities.

The myPARM software does not absolve senior staff of their original responsibility for long-term leadership of the enterprise and, simultaneously, achievement of short-term goals. But myPARM does offer sophisticated tools for focusing on their work effectively and efficiently.

"Success with myPARM Premium Integrated Framework™"

Strategic levels (after Norton and Kaplan)
Definition, formulation and implementation of strategy with the perspectives, goals and KPIs which are important for your company, with status and trend analyses.

Tactical levels (after BCG matrix)
Where are the objects (subsidiaries, projects, products etc.) in relation to my strategic orientation?

Operational levels.
Are my objects (projects, production units etc.) within the green range?

The screenshot displays the myPARM Premium software interface, which is divided into several key sections:

- Strategy map:** A central dashboard showing mission, vision, and breakthrough objectives. It includes a list of strategic goals and their corresponding KPIs, along with a legend for influence levels (No influence, Normal influence, Strong influence).
- Influence map:** A grid-based view showing the relationship between various strategic objectives and their impact on other areas of the business.
- Dashboard:** A collection of charts and graphs, including bubble charts for risk vs. financial reward and feasibility vs. strategy, and a detailed KPI dashboard with trend lines and bar charts.
- Project and early warning:** A table listing various projects with their status, budget, and other key metrics.
- Actual vs. estimated income:** A line and bar chart comparing actual performance against estimated income and budget.
- Profit / Loss margin:** A bar chart showing profit and loss margins over time.
- Key information reports:** A section for detailed financial and operational reports.
- Enterprise reports:** A section for high-level enterprise-wide reports.

Further information

Do you have any questions, or would you like further information?
Mr Epple will be glad to give you personal advice and further information
Tel. +41 (0)71 243 10 00, email walter.epple@parm.com

