

esm+strategy

performance software

powered by



esm
software

Over 70% of businesses forecast performance they will never attain. Only 1 in 10 companies will achieve sustained, profitable growth. And while those 10% realize dramatic benefits, typically in the billions of dollars, the rest continue to underperform.

Chris Zook, Beyond the Core: Expand Your Market Without Abandoning Your Roots



Are You

Executing Strategy?

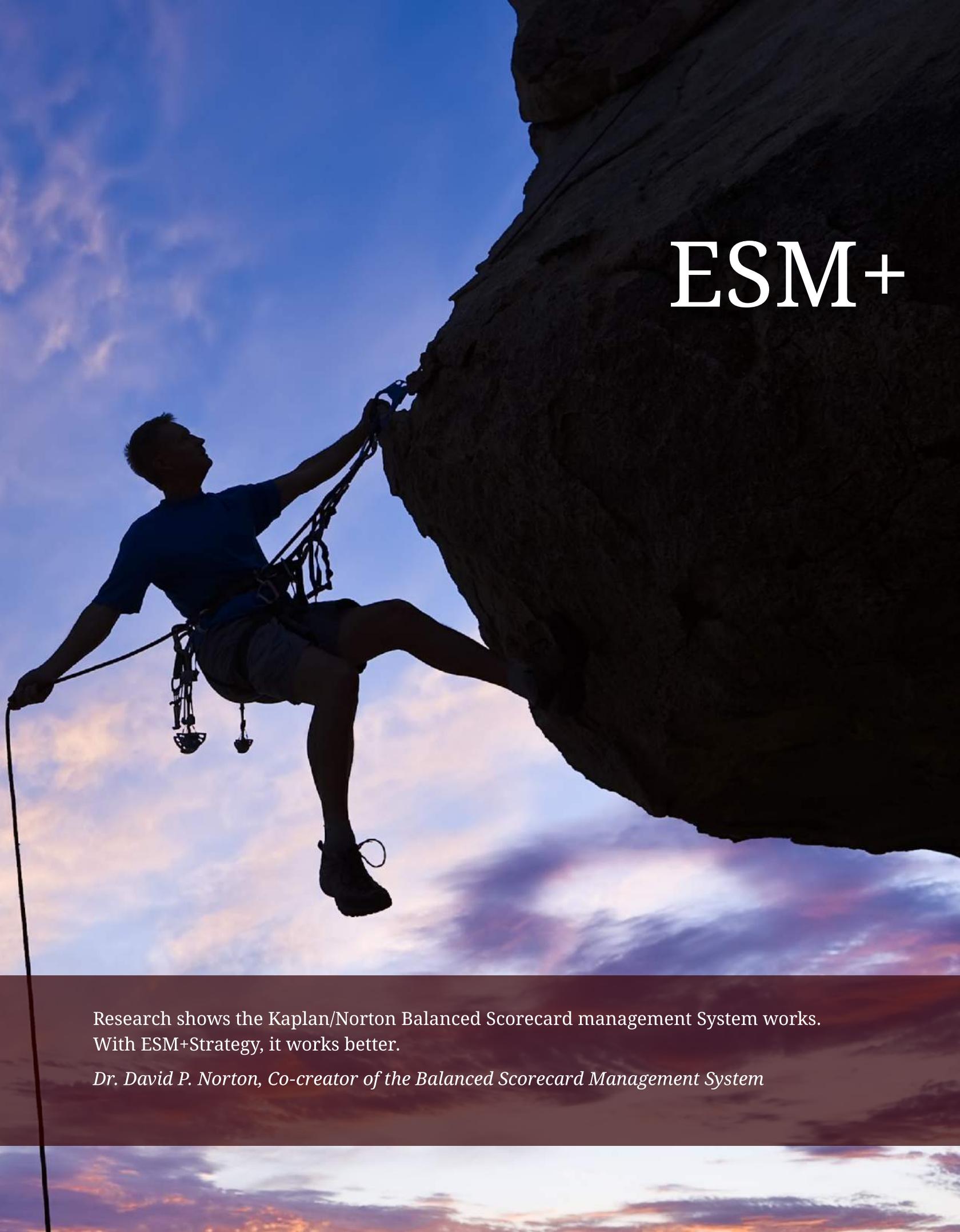
No organization plans on disappointing shareholders, but over 70% of companies forecast performance they will never attain. To make things worse, only one in ten companies will ever achieve sustained, profitable growth.

Does your organization exhibit any of these warning signs?

- Misaligned incentives and metrics driving non-strategic behavior
- Inability of anyone outside the executive suite to articulate the strategy
- Unfocused and unproductive meetings focused on tactical issues
- Confusing and convoluted organizational structure
- Siloed organizations fighting for resources
- Lack of focus on the customer

If so, your organization is at risk of not executing strategy and disappointing shareholders.





ESM+

Research shows the Kaplan/Norton Balanced Scorecard management System works.
With ESM+Strategy, it works better.

Dr. David P. Norton, Co-creator of the Balanced Scorecard Management System

Strategy

Optimized for the Balanced Scorecard Strategic Management Process

ESM+Strategy allows for better strategy management by providing you with personalized dashboards including the critical information you need to manage your job. ESM+Strategy helps you facilitate effective and efficient strategy review meetings, and communicate your strategy throughout the organization. You are able to identify the key performance drivers and manage the individual responsibilities at all levels of your organization.

ESM+Strategy is designed to help your organization rapidly build Balanced Scorecards and strategy maps through structured coaching, templates, and processes, and then grow with your organization as you cascade and align the Balanced Scorecard program across multiple departments and support units.

Integrated meeting management, enterprise alignment, performance management, and initiative management functionality ensure that ESM+Strategy will meet your needs as they evolve. ESM+Strategy quickly and easily scales from one to unlimited scorecards, and creates a climate of corporate and individual responsibility.





Complex Made

We had our first Balanced Scorecard meeting with the full Strategic Planning team a couple of weeks ago and it went very well. The information was easier to present and understand than the method we were using before. The members really liked the comments we added to the specific measures. The team members were able to obtain a clearer picture of how all our action items and initiatives link to and impact our measures and goals.

Cindy Highbarger, Controller, Mid-Continent Instruments

Management Simple

Sharing Information with ESM+Strategy

More often than not, few people know what information is available, where to find it, and how to analyze it. ESM+Strategy makes your reporting processes dynamic by sharing information among all relevant stakeholders, and presenting this information in an understandable format.

With ESM+Strategy's report generation capabilities, information can be shared effectively. Straightforward reporting interfaces facilitate critical conversations as part of best practice strategy review meetings.

Up and Running Fast

Our simple setup approach allows organizations to take advantage of powerful performance management functionality without requiring months of implementation. You can save on hardware expenditure and operational overhead while freeing your IT staff to focus on other critical projects. With our cloud-based option, users can begin designing and reporting on their scorecards immediately.





Are You Ready Strategy Execution

ESM+Strategy has made our strategy review meetings much more productive by providing visual access to our data. We are delighted by the standardized reporting format [ESM+Strategy] provides, letting us consolidate all information which previously resided on disparate spreadsheets and Word documents.

Cristian Ruiz, Profertil's Strategy Management Officer

to Make a Core Competency?

Strategy execution is about growth and innovation. It creates a new corporate synergy around shared, customer-directed objectives. Driven through all levels of the organization, strategy execution generates a new cross-functional, integrated management agreement that aligns people, leadership, and culture.

If you are motivated to make innovative change, realign the vision of your organization, and rise to new levels of success, ESM+Strategy is the tool to make it a reality. Results are immediate and measurable with change that is permanent and profound. Intensely focusing on strategy execution is revolutionary.

Contact Us Today

Contact us today for more information on how ESM+Strategy can help you accelerate your time to results.

Web: www.esmgrp.com

Email: inquiries@esmgrp.com

Phone: 781-541-4462



Key Features and Benefits

Dynamic strategy maps & visuals

ESM+Strategy allows you to upload your strategy map or any visual image to see dynamic performance ratings automatically from your data.

Cascade from enterprise to business unit to the individual level

Link and align your organization to make strategy everyone's job and utilize alignment reports to view performance across the enterprise.

Built-in or custom objective, measure and chart libraries

Browse ESM+Strategy's best practice library or create organization-wide objective and measure templates to ensure common language and facilitate objective and measure alignment throughout the scorecard cascade.

Flexible charting engine to create any graph

Visualizations should not be limited to simply line, bar, or pie charts. ESM+Strategy allows you to create any chart that you can create in Excel.

Capture in-depth qualitative analysis

An intuitive user interface allows objective, measure, and initiative owners to enter rich qualitative information. Understand the why and what - not just numbers.

Integrated initiative management and milestone tracking

Check on key strategic initiative status by reviewing associated initiatives and drilling down to milestone status in Meeting View. Automatically generate an Initiative Gantt Chart based on the initiative and milestone start and end dates.

Integrate business intelligence applications

Seamlessly pull your measure data from Oracle, SAP, Microsoft, and other BI platforms into ESM+Strategy to streamline the reporting process. Also, automatically roll up data from cascaded scorecards to an enterprise scorecard.

Personal dashboard/meeting agenda

Easily create a custom view for the upcoming meeting that shows the information for review. Alternatively, create your own personal dashboard that contains the specific information relevant to you.

Export reports to PowerPoint, Excel, and PDF

Custom reports can be generated and automatically emailed out to review before your meetings.

Highly configurable User Interface

ESM+Strategy can be extensively customized. Administrators can change workflows, field names, or types of strategic elements used. Review frequency, status indicators, and even screen layouts can be modified on a scorecard-by-scorecard basis.

Monitor action items

Ensure you take action on decisions made in strategy review meetings by linking action items to goals and owners.

Automated governance calendar

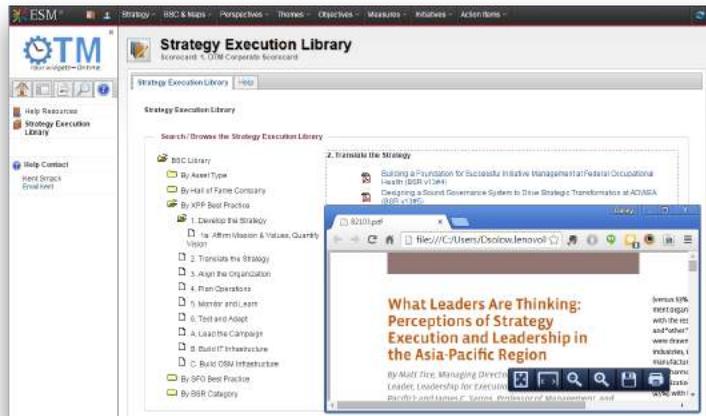
Review meetings, action item due dates, and milestones are captured on your calendar, integrated with MS Outlook. Email reminders are deployed automatically for due dates and events.

Excel import/export

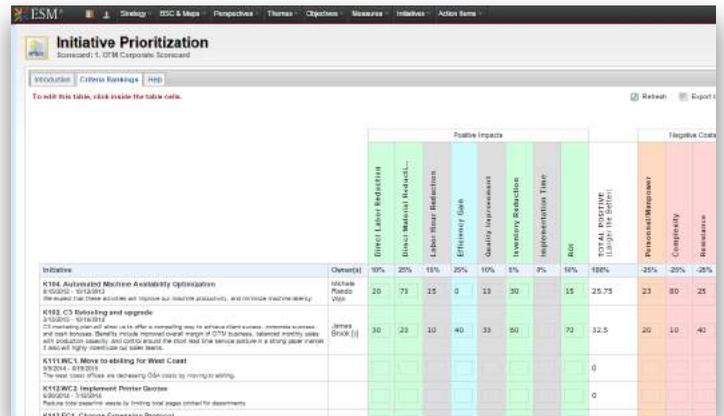
Easily upload or export numeric and text-based data to expedite scorecard design and management.

Up and Running Today

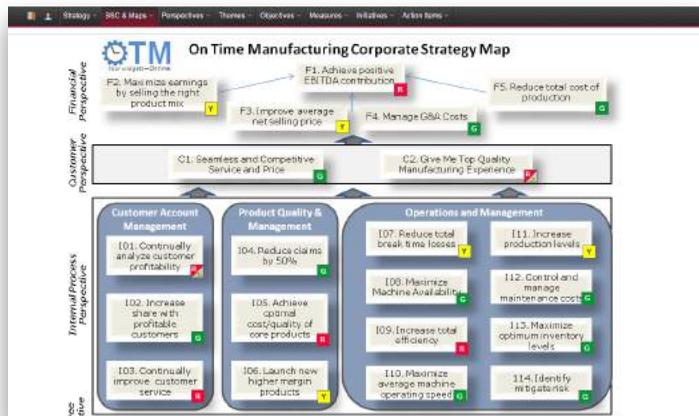
With extensive coaching, process support, best practices, and templates built into ESM+Strategy, you can start building your scorecard this morning and begin managing your strategy this afternoon.



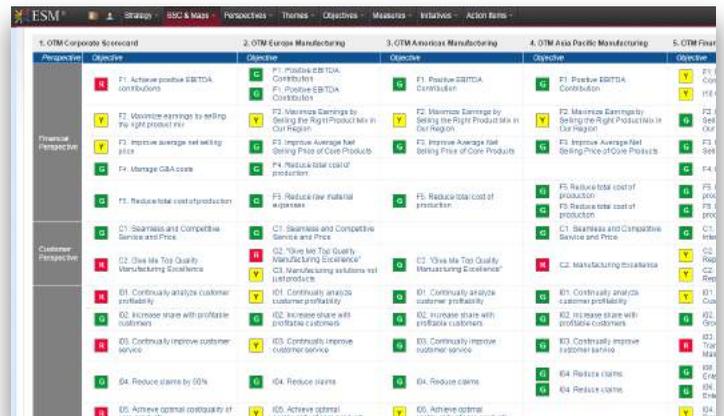
Whitepapers and Research Library



Initiative Management and Milestone Tracking



View Dynamic Online Strategy Maps



Manage Alignment and Cascades



Personal and Executive Dashboards



Quantitative and Qualitative Analysis

esm+strategy

We have been reviewing our strategy through ESM+Strategy during the past nine years, and I believe that the simplicity of navigation and the friendliness of the system is a major factor for our excellence in strategy management.

Raja Al Zayani, Chief of Strategy, Bahrain Ministry of Works



ESM Software
Group, Inc.

Contact a representative today for more
information on how to more effectively design,
report, and achieve strategy.

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