CLIENT-CENTERED REALIGNMENT
ALLOWS FOR A FRESH LOOK AT EXISTING RELATIONSHIPS AND PROCESSES

- **Insight**
  - Get Closer to Clients.

- **Collaborate**
  - Reposition or Introduce New Relationships

- **Market**
  - Review Competitive Landscape

- **Refresh**
  - Re-Examine Existing Agreements

- **Sector Access**
  - Identify New Verticals.

- **Offerings**
  - Evaluate current service and product structure.

- **Tools**
  - Integrate or Expand Technology.

- **Value Chain**
  - Examine process and delivery models
DEFINE MARKET OPPORTUNITY
TAKING ADVANTAGE OF NEW POSITIONING.

$HIGHEST VALUE
OPPORTUNITY TO BUILD
Broader unknown markets include higher risk but greater reward

$MID-RANGE VALUE
FREEDOM TO INVENT
Measured market approaches with limited risks and maximum flexibility

$CONTROLLED GROWTH
FEW COMPETITORS
Owning your new space limits risk AND reward proposition
COMPETITIVE LANDSCAPE ANALYSIS

Competitor A

Competitor D

Competitor E

Competitor B

Competitor C

Convenience

Expensive

Affordable

Inconvenient
Evaluate
New Competitive Reality

**Inventory**
Identify the new competitive environment. Prioritize pre-existing competitors, new entrants and opportunities created through crisis.

**Review**

**REAL COMPETITORS**

**CAPACITY CHECK**
Evaluate areas your teams can provide value. Reinforce structure for delivery. Create opportunity matrix for spaces you want to compete in.

**Re-Establish Position**

**DATA DRIVEN GOALS**
Identify and test actions, steps and resources that will make you the strongest available contributor.

**Implement**
Drive approaches that solidify your core capacity AND expand your footprint.

**Execute**
KANO MODEL ANALYSIS OF PRODUCTS/SERVICES

Evaluation includes effective delivery beyond client expectations. This comparison will set the base for each identified market participant and allow your team to determine where your company realistically sits compared to others based on client outcomes.

Delighters: Over time delightful innovation becomes another basic need

Satisfiers: Standard characteristics that increase or decrease satisfaction by their degree

Basic: Expected features or characteristics of a product or service

Adapted from: https://plus.youexec.com/resources/all/1
VALUE MEASUREMENT

There is no consistent way for an external provider to measure the true value they deliver to clients. This measurement has to come from client experience, the best indicator is ongoing engagement or repeat business. Your controls can only measure the influence factors you control. Prioritizing these controls will generate the highest opportunity for demonstrating value that is recognized.

- **DELIVER ON PROMISES**: Are we delivering what we promised?
- **IMPROVE EXISTING SITUATION**: Have we improved the client/employer/partners condition?
- **DELIVER BEYOND EXPECTATIONS**: Did we create flexibility that allows for ongoing adjustments?
There is high value in understanding the performance of your services and products in comparison to how others deliver. This allows you to make improvements, separate further, identify new methods that you may not have previously considered.

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<th>Existing Market</th>
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YOU CAN’T KNOW IF YOU DON’T MEASURE

79%  97%  53%  71%

MARKET SHARE  CLIENT SATISFACTION  CLIENT CONVERSION  REPEAT BUSINESS
Clearly designate where the competition sits

Competitive Market Landscape

Direct Competitors
These are businesses that regularly compete to capture your business. Those that share clients, market and/or provide similar services/products.

Indirect Competitors
Companies that offer similar services or products to different sector.

Cursory Competitors
Businesses that move in and out of your space based on task or product criteria. These are usually support or ancillary services but may serve to identify expanded verticals for your review.

Flexibility remains a critical value add

Knowing where you sit in comparison with your competitors is important. It creates a real view of where opportunity might be found, allows your teams to demonstrate distinction in providing your products/services and creates a real view in target planning.
DESIGNING FOR LONG-TERM SUSTAINABILITY AND MARKET CAPTURE

CLIENT DELIVERY REMAINS THE PRIORITY

ASSESS
- Client support of new delivery models and explore potential expanded service opportunities
- Evaluate competence in expanded solution provider role
- Review talent training and capacity needs
- Assess new market engagement and potential
- Evaluate steps in value chain from start to finish in new models

PLAN
- Plan credibility drive through tool design and newly experienced case study impacts
- Create new team deployment maps for each service category
- Define success in each vertical and sector space you service
- Redefine onboarding and training models

ACT
- Deepen commitment to long term clients
- Develop educational tools for newer clients to create buy-in from team members
- Implement plan of actions, but remain flexible in order to adapt easily to unforeseen challenges
- Invest in team, recognize level of effort in transition and communicate long-term viability

EVALUATE
- Measure client owner performance
- Review profit models in new structure
- Capture experience internally and externally throughout transition and align for future state
- Adjust as required
**MEET CLIENT EXPECTATIONS AND EXPAND VALUE**

**DELIVER**

- Do Not Set Unrealistic Expectations
- Only Promise What You Can Deliver
- Factor in the Current Economic Climate and National Health Status

**EXPECTATIONS**

- Keep Your Word
- Deliver the Promised Outcome, No Matter What it Takes
- Allow for Flexibility to Ensure the Health and Safety of all Involved

**DELIVER**

- Ensure the Deliverables Expand Market Share
- Confirm Added Value Meets Customer Demand
- Verify that the Organization and Customers feel Comfortable with any new Procedures

**EXPAND VALUE**
ABOUT US

We bring decades of experience helping clients in diversity management, strategic engagement and workforce design.

We encourage our partner organizations to prioritize our community’s health and safety and remain an available resource.

Should you have any questions or need strategic design and implementation support, please feel free to contact our team at:

(877) 234-9737 or www.iPartnerships.net

• HELPING OUR PARTNERS Create Value Where Disruption Occurs.
• PRIORITIZING Innovation Through Collaboration.
• PROVIDING USEFUL TOOLS AND RESOURCES THAT AID IN Solid Decision Making And Measureable Market Impact.
• FACILITATING REAL WORLD APPROACHES TO THE Future of Work.