



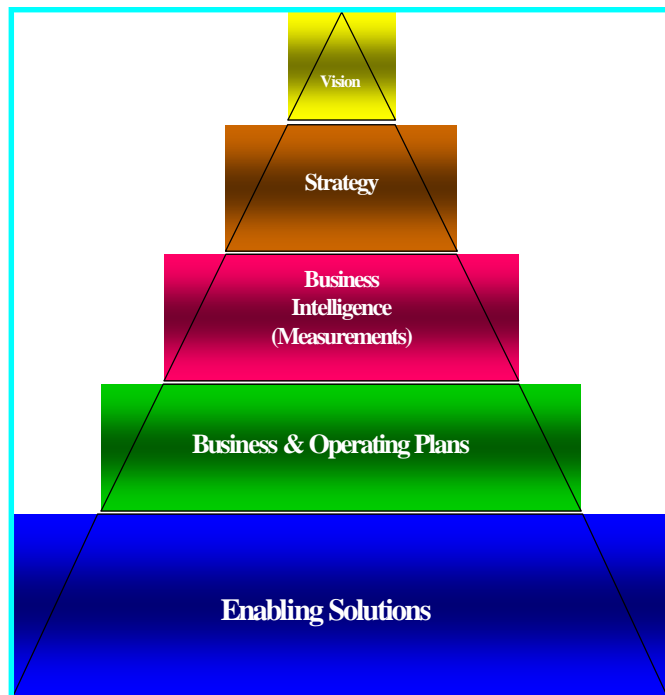
**Dynamic Synergies Group, Inc.**  
*Globally Achieving Breakthrough Results*  
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**DYNSYN  
 DELTA**

SPECIAL ISSUE  
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## The Strategic DELTA: Change is NOT Easy... ...but very rewarding

**W**e've all heard the war stories; we've all read the pundits, analysts and "expert opinions." Bottom line: more projects fail than succeed.



**F**ailures have many things in common: unclear objectives; conflicting risk/reward systems; weak, or worse, uninvolved leadership; operating plans that work at cross purpose to the defined strategy; unrealistic expectations. The list can get even bigger with each case study. Regardless, there's commonality in those organisations that enjoy success, repeatedly: there is alignment of ALL of the success elements associated with strategic change. At Dynamic Synergies Group, we not only understand this phenomena, we work to bring about alignment.

**V**ision can be articulated at all levels of the entity and becomes the driver of all focus and activity. From the vision,

strategy is developed and refined. The basic approach keeps strategy simple...and well focused on the vision of the organisation. The vision and the strategy work in concert with each other. And the entity does NOT try to be all things to all people or potential customers. It understands its niche. Easy so far, right? Wrong. All too often the strategies are maligned to the vision. And the situation worsens as the organisation moves through the stages of the change pyramid.

**B**usiness Intelligence, or performance outcomes and measurements, become artificially skewed based on the maligned vision and strategies. In some case, measurements are not taken nor maintained, resulting ultimately in mismanaged expectations. **Business and Operating Plans** are all too often tied to tradition and the status quo. The problem is exacerbated by business intelligence that focuses on the known, rather than the unknown. And lastly, **solutions** are often adopted based on misinformation, or worse, as an inappropriate panacea for "fixing a problem."

**H**ow many technology solutions are acquired without understanding the top elements of the pyramid? How many technology-based projects render disappointing results? To avoid these pitfalls, DynSyn allows the business to drive the solution, not the other way around.

**D**ynSyn provides highly specialized consultant services that help your company define its Vision and Strategy, and develop the plans to get you there. Our experienced professionals have the experience and knowledge to work with your team to achieve unprecedented results.

**U**nlike other consultancies, DynSyn also implements its recommendations and is capable of providing business process and technology teams that transform your Vision and Strategy into **reality**. And our team members come from around the globe, offering outstanding perspective, experience, solutions, and results.

***"If it doesn't improve shareholder or stakeholder value, if it doesn't improve customer (constituent) relationships or value, then why do it?"***



## Welcome to Dynamic Synergies Group ("DynSyn") Business, Management & Technology Consulting

**Mission:** to provide world-class Business, Management and Technology Consulting Services that allow our Clients to achieve breakthrough results in an increasingly competitive world market. We believe in forming strong bonds with our Clients that go far beyond traditional "partnerships." The ultimate relationship is one in which there is shared risk and shared rewards.



**Vision:** to simplify and focus the way companies utilize information in the course of their business by helping them to build enduring customer relationships and loyalty. We focus all energies on understanding these unique relationships and achieving increased volumes of our Clients' customer business. DynSyn leverages the concepts of Customer Relationship Management by applying the continuous lessons learned from business-to-consumer (B2C) arenas to the business-to-business (B2B) protocols of product and service movement through various supply, distribution and customer channels.

**D**ynSyn's access to the best, brightest and most experienced professionals ensure your success. Their collective experience spans multiple disciplines of business, management, product and service development, financial services, information technology, and customer services. DynSyn's teams have a proven track record and successful projects in a number of industries including Durables, Manufacturing, Distribution, Retail, Financial Services, Health Care, Pharmaceuticals, Technology, and Heavy/Specialty Manufacturing. The teams leverage cross-industry experience to bring "best of breed" approaches and solutions to each client. In addition, they have lead projects throughout the world including North America, South America, Europe, and the Pa-



cific Rim. The combination of robust experience across culturally diverse environments uniquely strengthens DynSyn's approaches, methodologies and solutions.

**D**ynSyn's Professional Services help ensure that our client's business strategies are appropriately supported by their people, process and technology applications. Furthermore, DynSyn helps to ensure that projects achieve their intended business objectives, on time and within budget.



**A**ll client initiatives define measurements and success criteria at the beginning to help keep focus and establish accountability. While this discipline is invoked, DynSyn engagements remain highly flexible and agile to promote breakthrough results.

**S**ervices That Make A Difference: Strategy Development, Business Process and Work Flow Evaluation, Alignment of IT with Business Objectives, Strategic IT Consulting, Organizational Readiness Assessments, Executive Coaching, Compensation Systems, Transformation Development, Rapid Deployment, IT Audit and Review, and Valuations. In addition, DynSyn's Management and Technology Consulting Services are available to develop and implement practical solutions. Project Planning and Management, and Applications Acquisition and Implementations, including programming and operations staffing and management all provide outstanding focus, continuity and results. DynSyn not only works with your team to define what needs to be done, we also help you do it!

**A**t the end of the day, it's deeds, not just words that matter. That's the DynSyn difference.

Want to learn how DynSyn can help your business use technology more effectively? Looking for new and innovative ways to improve your business performance? Contact:

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