

FactSheet

Private Sector Performance

Why business needs CPM

Strategic planning and Corporate Performance Management (CPM) are used by private sector businesses to ensure they meet planned financial and non-financial outcomes. It is a cyclical process of:

- strategic and operational planning
- implementing an annual plan
- monitoring to ensure the work gets done
- assessing whether planned outcome targets have been achieved.

Strategic Business Plan

The Board and management teams set the strategic direction for the company (longer term). The Business Plan is implemented in a series of annual operational plans.

Annual Operational Plan

At OutcomeManager we believe in *not reinventing the wheel*. We offer our generic private sector Annual Operational Plan template as a starting point. It fits most businesses, and you can customise to your own requirements. It has five functional headings that typically cover:

Corporate Development

- acquisitions and joint ventures
- partner programs
- distribution networks
- strategy, growth and business culture

Market Development

- marketing strategy
- horizontal and vertical markets
- advertising, promotions, events
- pre-sales, proposals, tendering

Product Development

- research and development
- intellectual property protection
- supply chain / production facilities
- product production and testing

Customer Service Delivery

- contract management
- project management
- on-going service delivery
- risk and issue management
- quality assurance
- account management

Governance and Finance

- governance and compliance
- corporate performance management
- administration and record keeping
- financial management and budgeting
- accounts, payroll, purchasing, assets
- website, communications, IT
- recruitment, training, industrial relations

Period-based (usually weekly or monthly) monitoring used by all levels of management to ensure the work is being done on time and on budget (*EFFICIENCY*).

Annual Review Process

An annual review process is required to determine if the work that has been done has actually achieved the planned outcomes (*EFFECTIVENESS*). If not, the mix of outputs in the next annual plan may need to change.

Why OutcomeManager?

OutcomeManager gives you control of your business from the “coalface” to the boardroom. Much more powerful than indirect scorecarding solutions, it provides timely, *verified* qualitative, quantitative and financial data upon which to base informed decision-making and maintain alignment with your corporate strategy.

