

NXTmove™

What exactly is NXTmove?



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NXTmove™
version 1

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NXTmove™ is a software application using the scientific system known as **Dynamic Derived Intelligence** to create a profile of your business.

NXTmove™ uses the information that you have provided on a set of questions to present you with a graph stating the status of your business or business unit on 19 strategic areas. You also receive an **executive summary** that highlights the positive indicators as well as the challenges in your business or business unit. A detailed report on all the identified areas can also be purchased. The detailed report also includes recommendations in clusters of similarity, with specific project outcomes in order to address those challenges that are regarded as important for the future of the business/business unit.

Why should my business experience a NXTmove™ ?

- It provides immediate access to the most sophisticated levels of consulting.
- Depending on the size of the team doing NXTmove™ and the level of discussion, the entire process – from start of assessment, right through to having the detailed report printed - can take as little as one hour.
- It is an objective scientific process, free from subjectivity.
- It provides a static reference point against which you can assess a group of businesses or different business units of a business.
- It highlights areas where development should take place as well as areas where things are going well.
- It enables an Exco to design precise and tangible business development programmes.
- It serves as a reality picture to facilitate change and future development decisions.

When can my business experience a NXTmove™ ?

Right now! To start, you simply need to register. The website is user-friendly and self-explanatory and will guide you through the registration process and entering the Experience. Go to www.gonxtmove.com to register.

The Development of NXTmove™

NXTmove™ has been developed by a group of business consultants with extensive experience and qualifications in their respective fields of expertise. It started as a discussion framework on what companies do right and what they do wrong, why some fail and some succeed whilst on face value they look very much the same. We realized that there are critical inflection points towards success not visible to those without extensive experience and knowledge across many industries and companies. Some of these inflection points seem to be very small but they have enormous implications for the success of a business. We have spent about six years on research in an attempt to identify the most critical inflection points with regards to the following pillars in a business: (List not complete)

People

This covers aspects such as leadership, the energy and success of a company's workforce, the way the business defines all relationships in and around the business as well as the way the business presents itself to the public as a credible value partner in life.

Technology

We came to the realization that the majority of companies have not yet fully embraced and utilized the enormous impact and possibilities modern technology holds. Companies tend to think of technology in isolated boxes, as providing process solutions and cost cutting tools that will enhance efficiencies. This is obviously wrong. The correct way of thinking about business and technology is that modern Information Communication Technology (ICT) must become an integrated, intelligent and networked platform integrating all functions and processes in the business with customers, employees, suppliers, financial institutions, environment, business intelligence etc in order to create a fully automated, integrated system of artificial intelligence that will be the enabling framework to all stakeholders. We also came to the conclusion that in the successful future company, processes are being collapsed into technology capabilities.

Customers

Our research has clearly indicated that for the majority of industries, companies and even institutions this is the most challenging aspect of the business. There are so many aspects in and around the business with a profound impact on the success of dealing with customers that it has almost become the norm to fail in this. The challenge is found in the fact that customer service at the point of contact with the customer is only a very small part of successful customer service.

Risk

In our experience the majority of companies struggle to get a holistic picture of the new risk factors they face. We understand the complexity of this and we have sympathy with the fact that new radical risk factors emerge (seemingly) from nothing and nowhere to become the most destructive force that can cripple and even destroy a business or an entire industry. The 9/11 world trade centre incident is only one of many examples. The impact this had on air travel as an industry could not be anticipated nor calculated. Future risk factors are extreme, quick and sometimes devastating.

We undertook research and compiled experience based business intelligence along similar lines against marketing, branding, leadership, and many more

critical business attributes. The next challenge was to create a framework to assess where a business positions itself within this framework of key inflection points towards success. As we started to compile information we had to consistently remind ourselves that nothing worthy in a business happens in isolation. Every aspect of the business is directly or indirectly linked to every other aspect. You cannot have good customer service if the perception customers hold towards the brand on the business is negative; or if customer service agents are not properly trained; or if the ICT systems go down often and so on. Achieving success against a critical business attribute involves getting many things right. With this understanding in mind, we had to overcome the cross referencing / multiple problem source issue in such a way that we could compile a holistic picture of a business on all the key aspects towards success. This proved to be a nightmare. A further challenge was to write benchmark reports, recommendations and projects that will enable a company to address all the critical areas in the business. Keep in mind that we had to understand every aspect of best practice without being drawn into the mindset of case studies where best practices were tried and they failed. This was one of our biggest challenges. If research indicates what best practice is and a case study in one business indicates that the implementation of such a best practice failed, do we change the benchmark strategy or not? We have decided not to change as we have seen many times that a fantastic strategy collapsed, not because of the strategy, but because of bad implementation.

Without going into the rest of the process towards our goal, the end result is an analytical process during which the most knowledgeable seniors in a business answer a set of questions in a brutally honest way. They then receive a report that is presented in two parts. Part one is an executive summary with a graph on 20 business attributes like Leadership, People Energy Management, Information Communication Technology, Customer Service, Marketing, Branding, Risk etc. Part two can be obtained immediately and this is the full report on your business. It is structured as follows:

- Business Challenges Identified.
- Business Positives Identified.
- Clustered Recommendations on specific common ground areas in the business such as Customer Service, People Energy Management, Technology, Risk etc.
- Project Outcomes: Each recommendation comes with a project outcome defining the result that will determine proper implementation of each recommendation.

If the leadership team of the business decides to request project scoping documents that will provide a detailed framework of project milestones and activities that will help the project team to successfully complete a specific project, such project maps can also be obtained from **NXTmove™**Consult. They will be emailed within 7 days from the date of request and payment.

A Few Interesting Facts

We've worked for eight years on this and invested more than 10 000 man-hours (research time excluded). There are more than 60 million possibilities of calculating and compiling a company profile and reports. The average detailed report will be anything between 15 and 60 A4 pages. The reports are very honest, benchmark based and easy to read. **NXTmove™** is designed to be a real-time consulting platform. We now experience that **NXTmove™** teaches us on what a business should do – somehow we find it to be a very weird experience.