

THE MANAGEMENT PERFORMANCE REVIEW (MPR)

BUSINESS COACH INFORMATION PACK

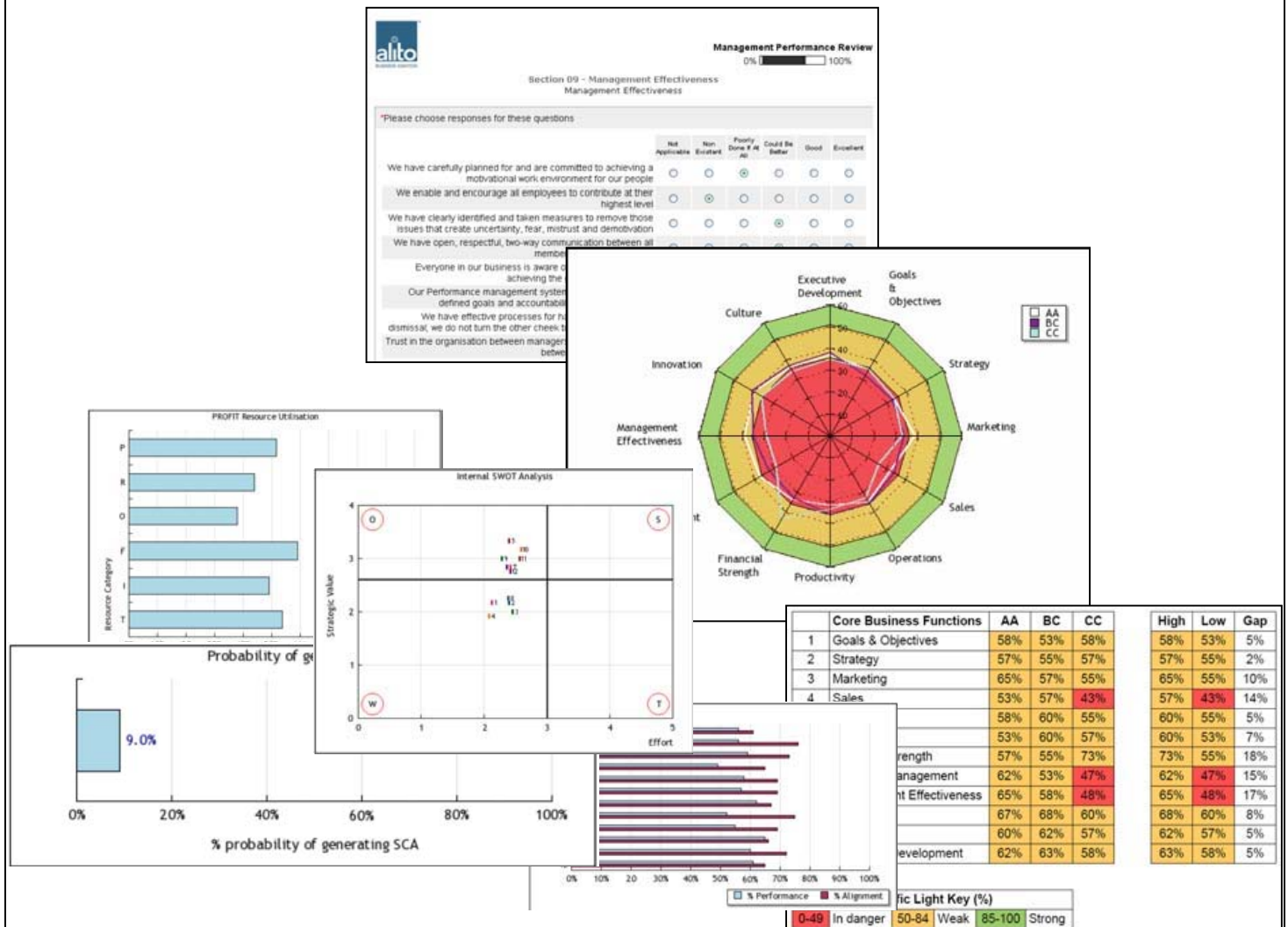


What is the MPR?

The Management Performance Review (MPR) is a revolution in business performance diagnostic tools. It has been designed drawing on over 50 years of consulting experience as to the issues facing small business; issues which have been identified, categorised and assembled into 12 specific areas of business performance...

The 12 Pillars of Business Excellence			
1	Goals & Objectives	7	Financial Strength
2	Strategy	8	Financial Management
3	Marketing	9	Management Effectiveness
4	Sales	10	Innovation
5	Operations	11	Culture
6	Productivity	12	Executive Development

The MPR immediately and comprehensively identifies the core issues within the business. Small business owners have access to high-end advisors and are able reap the benefit of their intellectual horsepower at an affordable project cost. Immediate identification of issues enables Advisors to make an immediate difference to the business.



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The Business Coach

For the Coach, use of the MPR:

- Reduces non-chargeable research time - based on client responses
- Identifies core business issues quickly – advanced analysis and reports
- Enables very specific development plans - based on specific analysis
- Allows greater skill usage per client dollar - can get to work quickly
- Creates less client resistance to proposals - based on client responses
- Produces greater productivity - reduced up-front time investment
- Enhances the client relationship - reduced costs and improved customer loyalty

How is MPR different from other diagnostics?

The MPR clearly distinguishes itself from other 'business diagnostic tools' because it simultaneously:

1. Analyses the perception of performance of the business in 12 specific areas
2. Assesses the degree of Alignment between those who drive that business performance
3. Examines the correlation between Alignment and Performance
4. Provides an all-inclusive Action Profile
5. Evaluates the relationship between Effort and Strategic Value
6. Identifies operational bottlenecks and roadblocks
7. Provides an internal strategic SWOT analysis
8. Identifies areas of existing Competitive Advantage
9. Identifies the areas of actual and potential sustainable Competitive Advantage
10. Provides an Action Plan for the development of those areas of potential Competitive Advantage

Key benefits for Business Coaches

The MPR is a unique, 144 question, online, business diagnostic tool that enables Business Advisors to:

- minimise the time spent gathering data – down to less than one hour
- diagnose business issues instantly – irrespective of type of business or industry
- identify and prioritise issues affecting business performance
- immediately provide advice that addresses the heart of the issue
- maximise return on chargeable hours

How does the MPR work?

Offered entirely as an online survey, the MPR is time-independent - the client completes the survey at a time convenient to them. For the Coach, they do not have to be with the client while the client completes it.

The MPR offers significantly more than the traditional 'client project conversation starter'. Using 144 questions across the 12 specific areas of business performance, the MPR enables up to 6 respondents – business owners, directors, management staff, and key personnel – to assess the performance of the firm from their individual perspectives.

The questionnaire records an individual respondent's perception of how the firm is being managed toward performance. Without this report the traditional consulting approach would take months to gain this same information...and the cost to the client becomes prohibitive.

6 easy steps - less than 1 hour of Advisor time

1. Collect your client's contact details and forward these to Superb Coaching
2. We will then sign into the MPR website setting your client up with their details
3. Your client will be sent the MPR Survey for up to 6 people in your client's firm

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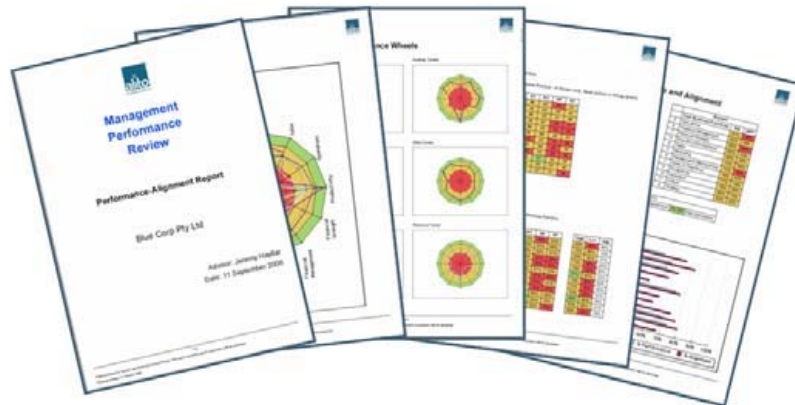
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Section 09 - Management Effectiveness
Management Effectiveness

*Please choose responses for these questions

	Not Applicable	Non-Existent	Poorly Done if At All	Could Be Better	Good	Excellent
We have carefully planned for and are committed to achieving a motivational work environment for our people	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We enable and encourage all employees to contribute at their highest level	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have clearly identified and taken measures to remove those issues that create uncertainty, fear, mistrust and demotivation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have open, respectful, two-way communication between all members of the organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everyone in our business is aware of the role they play in achieving the goals of the business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Our Performance management system formally sets clearly defined goals and accountabilities for all employees	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have effective processes for handling discipline and dismissal, we do not turn the other cheek to problem employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trust in the organisation between managers and employees and between employees is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. We wait for your client's response (or send them a reminder)
5. Superb Coaching will then generate the MPR Reports which will then be passed on to you



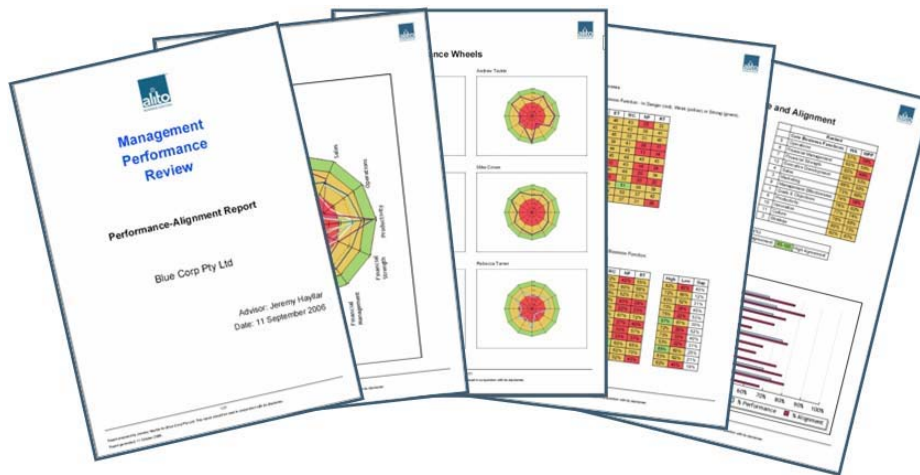
6. As the coach you now have the information to use in preparing your client's coaching plan
6. Advise your client

What do the MPR Reports look like?

The MPR delivers comprehensive, client specific, business diagnostic reports for you to use with your clients. The Reports are produced in full colour – enabling you to literally see how your client's business is performing at a glance.

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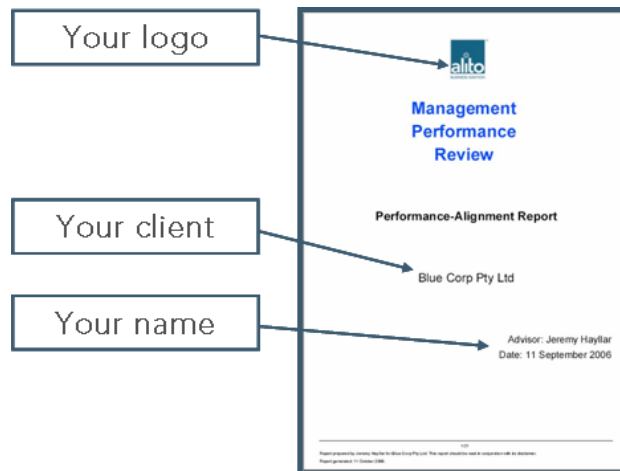
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Sample pages from the MPR Performance-Alignment Report.

Can you brand the MPR Reports with your own logo?

The MPR enables use of your logo on the MPR Reports.



Benefits for Business Coaches

1. Reduces non-chargeable research time - based on client responses

Every client is interested in improving the performance of their business – the question is where to start.

Any analysis of the business implies considerable research time on the part of the advisor to properly familiarise themselves with the nuances of the business. This time, whilst necessary, is not always seen by the client as 'productive' – but is always seen as adding to the expense of the exercise. Often, the advisor must carry the time investment and progressively absorb it into the billing cycle – representing a significant opportunity cost to the cash flow of the practice and providing a significant disincentive for the smaller practice to engage in such advisory work.

Being Web based, the MPR is time independent – the client completes the survey in their time without the need for face to face discussion between the advisor and the client. Consisting of 144 key questions across 12 critical areas of the business – 'the 12 Pillars of Business Excellence' – the survey can be completed in approximately 30 to 45 minutes, dramatically reducing the time required to obtain the same information in the traditional client-coach interview process.

Once completed, the survey reports are immediately available to the advisor with the reports categorising responses and prioritising action across the 12 critical areas of the business enabling the coach to begin the engagement with a comprehensive plan of action – without significant time input 'up front' on research.

2. Identifies core business issues quickly - advanced analysis and reports

The use of 144 questions across 12 critical areas of the business – 'the 12 Pillars of Business Excellence' – provides an incisive analysis as to the core issues facing the business. The MPR produces two distinct reports - the Performance Alignment report and the Competitive Advantage report. Both reports are clear, precise and concise in presenting the analysis, each culminating in a specific plan of action to address the identified issues.

The Performance-Alignment Report

The purpose of the MPR Performance-Alignment Report is to assist Professional Advisors identify Performance and Alignment issues in the client business. It does this by:

1. Analysing the perception of Performance of the Firm within 12 specific areas – the 12 Pillars of Business Excellence
2. Assessing the degree of Alignment between those who drive that business performance
3. Examining the correlation between Alignment and Performance
4. Providing an all-inclusive Action profile

The 21 page MPR Performance Alignment Report includes 14 powerful diagnostic analyses and visual graphics – enabling the Business Coach to see how the client business is performing at a glance.

The Competitive Advantage Report

The purpose of the MPR Competitive Advantage Report is to assist Professional Advisors identify Strategic issues in the Client business. It does this by:

1. Evaluating the relationship between Effort and Strategic Value
2. Providing an internal strategic SWOT analysis
3. Demonstrating the Strategic Gaps in the operational philosophy of the firm
4. Identifying the areas of actual and potential Competitive Advantage
5. Providing an Action Plan for the development of those areas of potential Competitive Advantage
6. Projecting the probability of achieving sustainable Competitive Advantage

The 10 page MPR Competitive Advantage Report includes 6 powerful strategic analysis tools and visual graphics – enabling the Business Coach to identify strategic issues and areas for developing Competitive Advantages.

3. Enables very specific development plans - based on specific needs analysis

Clients very often push a point of view as to what is needed within their business to improve performance. Conversational interviews with the client are therefore somewhat contaminated with a particular client bias – a bias which can be blind to the issues which are

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central to the performance improvement question.

The MPR provides a stable, consistent basis for assessing the present position of the business. Each response to the 144 questions can be 'tested' and cross checked against other responses for reliability and substantiated by reference to the evidence within the business – e.g. The existence of a written business plan compared with a business plan in the head of the owner of the business.

4. Allows greater skill usage per client dollar - can get to work quickly

The MPR enables the coach to quickly get to work on the core issues facing the business. This means that the budget for the project is applied directly to solutions – a portion of the budget is not used up on research time. This results in the coach being able to apply more intellectual horsepower per available client dollar - producing a higher quality result for the client than would be the case with a traditional business analysis engagement.

5. Creates less client resistance to proposals - based on client responses

The MPR provides a very clear analysis of the issues facing the business and very clear, prioritised, plans of action. Using the MPR as a basis, the coach is able to create a proposal to address the core business issues - a proposal based entirely on the responses of the client, thus reducing client resistance.

Additionally, because the MPR quickly and effectively identifies the core business issues and provides plans of action, the cost estimation for the project is more clearly quantified and tied to the suggested action plan again reducing client resistance.

6. Enhances the client relationship - reduced costs and increased customer loyalty

The MPR enables the client to be actively engaged in the business analysis process as distinct from the role traditionally taken being that of a somewhat passive observer dependant on the diagnostic capability of the coach – often requiring the coach to continuously explain and justify the analysis, especially if that analysis suggests a position different from the opinion the client has. This absorbs time, reducing available budgeted fees, is emotionally demanding for the advisor and often leads to a weakening of the advisor client relationship – an outcome counter to the purpose of the business development proposal.

Using the MPR enables the advisor to remain separate from the analysis. The MPR is a rigorous, cogent analytical tool which uses the client's opinions in the first instance. The conclusions, recommendations and plans of action stem from the correlation of those client responses. In completing the MPR questionnaire, clients often report how the questions caused them to view their business from a different position – "144 questions has a tendency to make you think!" - that it was "an educational process".

Clients are often unable to see the 'value' of the work done for them, seeing only the 'dollar value' of the invoice. Whilst this is understandable, it is an overly narrow and risk averse view. A client who having completed the MPR questionnaire now sees their business from a different perspective is a client with intention – with a new appreciation of the myriad dynamic aspects of business, the impact of their operating environment, how the way they approach things is critical – and more particularly, the value a professional advisor can add.

7. The process is self-contained – Basis of Coaching Plan

The MPR is a self contained process. The diagnostic capability of the tool determines the action to be taken. The particular content of any given action recommendation is enhanced by extensive manuals covering both the MPR process and content as well as training programs.

The combination of these powerful educational and instructive support tools enable a coach who previously considered their skill or experience to be insufficient in this area, to confidently advise a client on business development matters, to confidently construct development proposals and most importantly, to have confidence in their ethical obligation in the matter.

The MPR is just one of many tools that a business coach will use to assist them. This report neatly fits alongside a range of other profiling and psychometric tests available to many coaches. It also fits within the financial analysis tools and models that might be called upon in delivering the coaching services to your clients.

THE MPR is not the end to the coaching process. It is merely the beginning – the MPR is the most powerful tool available to business coaches enabling them to more efficiently identify the key issues within the business. From here the coaching process begins and relies on all the coaching skills and expertise available to the coach in delivering a valued product to the client.

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Pricing Summary

Step	Action	Price (ex GST)
1	Purchase Surveys for your client, produce MPR Diagnostic Reports and unlock consulting revenue streams. (Reports produced include the MPR Performance Report, MPR Performance-Alignment Report, MPR Competitive Advantage Report – for Sole Traders and for firms with multiple Business Owners and Managers)	\$350 to \$450 depending on the type of MPR Reports produced
2	Purchase the Advanced Performance-Alignment User Manual – a detailed guide to interpreting the Performance Report (Sole trader) and Performance-Alignment Report. (includes advanced interpretation guide, case studies, sample questions to ask the client)	\$375
3	Purchase the Advanced Competitive Advantage User Manual – a detailed guide to interpreting the Competitive Advantage Reports – for Sole Traders and for firms with multiple Business Owners and Managers. (includes advanced interpretation guide, case studies, sample questions to ask the client)	\$375
4	Participate in the Advanced MPR Practitioner's Program* – a 2 day business development workshop focussed on how to maximise consulting revenue and provide superior value to the client's business. * Conditions apply.	\$950*
5	Become a Member of the Professional Partner network (Maximum of 5 consultants per Practice. Additional consultants may be added for \$250 (ex GST))	\$2,500
6	Pay your Professional Partner Annual Membership fee (on the anniversary of the day you became a Member)	\$2,500