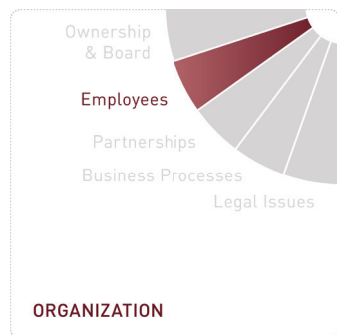


Get a 360° Perspective and do First Things First

Establish a Strong Organization



Ownership & Board Strengthen the organization

This Focus Area is about strengthening the organization on the top-level, including deciding **ownership distribution**, selecting **board members**, making a **social contract** between owners or managers, and looking at pros and cons to **selling the company**.

Employees Recruit and manage staff

This Focus Area helps with recruiting and managing staff, including writing **job descriptions**, doing **employee training**, calculating **staff cost/benefit**, defining the **organization chart**, and describing future **employee profiles**.

Partnerships Select partners and decide terms

This Focus Area deals with selecting and planning business partnerships, including choosing **suppliers** and **partners**, deciding which type of **alliances** to enter with them, and on what **terms**.

Business Processes Map and improve business processes

This Focus Area deals with mapping business processes, **defining business procedures**, **in- and outsourcing** business processes, designing **workflow**, planning **delegation** and **collaborative work**, and creating a **culture** that improves productivity.

Legal Issues Define legal requirements

This Focus Area is about defining required **legal documents**, selecting a **legal structure** for the company, **renegotiating contracts**, and ensuring **corporate compliance** with laws and regulations, as well as the company's **intellectual property**.