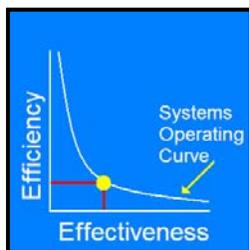
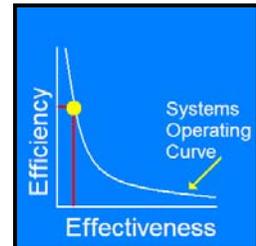


Shifting To High Performance: You Have a Choice

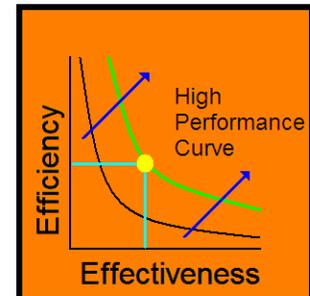
Superior organizations initiate change constantly to either produce more with fewer resources or innovate by means of increasingly complex projects. However, cyclic change initiatives can also create an illusion of progress rather than sustained high performance. Too often is the cry, “Just when I thought that things were starting to go well, we reorganized – again!”

A root cause of this change illusion extends from organizational culture; a culture steeped in tradition and defined seemingly by its own fixed system operating curve. When outside pressure calls for increased efficiency, processes are re-engineered and structures are streamlined to produce more with fewer resources. While the result may be greater efficiency, the organization’s system curve acts like an ‘invisible hand’ (right graphic) forcing a reduction in organizational effectiveness.



Similarly, when there is follow-on call for increased effectiveness to better innovate, enhance product quality or improve mission accomplishment, the system operating curve (left graphic) already forecasts a resulting loss of organizational efficiency. The end result is that ongoing change initiatives become entrained in the organization’s fixed system operating curve, continuously cycling through an illusion of progress rather than creating sustained high performance. How, then, can leadership escape this captive cycle?

This is a good-news, bad-news story. The bad news is that change cycles are systemic to all organizations; they are technically a property of human endeavor. For instance, research and development activity or ‘skunk works’ experimentation to spur innovation and improve product quality are inherently inefficient ventures. Likewise, an example such as order processing, can become highly efficient but leave little room for innovation. The good-news, though, is that there is a proven means to achieve both improved efficiency and effectiveness—*shift the organization’s system operating curve!* By shifting the operating curve out, organizations can set in motion a new dynamic; a continuous process that achieves both increased efficiency and effectiveness, and results in sustained high performance.



Shifting this curve out requires unleashing an organization’s pent-up collaborative capacity. In a manner of speaking, collaboration and their associated social networks represent an organization’s ‘central nervous system’ and just as a pinched nerve prevents an athlete from achieving top performance, so too can blocked collaborative capacity prevent an organization’s internal processes from operating smoothly and synchronously. Unleashing collaborative capacity requires leadership, and a combination of process redesign, collaborative linkage redeployment and supporting technologies.

The best news and the big deal of this paper is that you can choose whether to continue operating along your fixed system curve or decide to shift it to a high performance dynamic!

Unleashing collaborative capacity so organizations can achieve sustained high performance is Addx Corporation’s specialty. First and foremost, our thorough understanding of this underlying dynamic differentiates our service from others. From this understanding and of your organization, we deliver practical solutions through a complementing set of business process design, performance management, collaborative renewal techniques, procedural adjustments and technology applications to help you reach your organization’s sustained high performance potential.

About Addx Corporation

Addx Corporation is a management consulting and technology products and services company specializing in improving information flow and collaboration throughout your operational processes, leading to greater innovation, efficiency, and productivity. With extensive consulting experience and industry expertise, Addx mobilizes the right people, skills, alliances, and technologies to help you realize your vision and accomplish your mission.

Service Categories

Addx offers high quality and innovative solutions to your most complex business challenges. Our management solutions range from strategic planning to tactical implementation and are carefully selected to meet your specific needs.

Strategically, we focus on helping organizations ‘do the right work.’ These solutions require innovative thinking to bring about organizational change and leverage best business practices. Operationally and tactically, we are interested in supporting your needs to create the necessary ‘time and space’ for you to concentrate on strategic leadership and management.

Strategic and Organizational Services	Operations and Study Services
Strategic Planning Federal Enterprise Architecture Planning Capital Planning and Investment Control Business Process Design Strategic Communications Project Business Case Development Collaboration Strategies/Engineering Knowledge Management System Design Performance Management Systems Facilitation	Project Management Modeling and Simulation Support Independent Verification and Validation Decision Support Services Software Application Design and Usability Collaborative Technology Selection Business Needs and Requirements Analysis Specification Development Analysis Cost Benefit Analysis and Feasibility Studies Technology Assessments and Studies

Contact:

Bill Millward
wmillward@addxcorp.com

Chris Hadinger
chadinger@addxcorp.com

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GSA MOBIS Contract GS-10F-0349N
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