



Growth through Communication

Operational Defrag Impact Evaluation (ODIE)

What Is It?

ODIE is a discovery process for companies seeking leverage, how they can “do more with less;” this is often a function of operational improvement in ways previously unseen.

Radical Revenue Growth is realized through opportunities related to systematic consideration of client needs while concurrently serving business and organizational needs; it’s 3 dimensional.

The **ODIE** experience provides key insights on the fundamentals of an organization. It simplifies complexity as opposed to the notion of downsizing, de-layering or restructuring. It serves the customer needs with high priority and exposes functional silos or bureaucratic self-preserving agenda’s, often an unintended manifestation as companies grow.

It provides clarity on “what is so” with an appreciation and respect for what has worked for the company to date. It determines where gaps may lie for individual performance from the CEO to the balance of the organization by reviewing alignment with objectives starting with the company vision.

Expect a diagnosis and prescription that will empower the organization toward transformation resulting in:

- Dramatic cost reduction opportunities
- Human development
- Organizational development
- Quality of service
- Speed of response and delivery
- Improved Customer Satisfaction

At the end of the experience of working directly with the leadership and the balance of the staff of your company, you will possess a written statement of the challenges and a series of targeted recommendations designed to provide clarity on prioritized opportunities available to you.

What to Expect

- 3-4 half day intake sessions on-site
- Working directly with the leadership and the balance of the staff of your company
- 3-4 week process

How to Use Your ODIE

Now that clarity exists to all of your team, and given prioritized opportunities, the team is empowered to choose the recommendation(s) it would like to implement. The team is free to use and implement any of which it desires; this can be done with our without facilitation from Smith. Understanding the process of discovery is critical to rally support and full participation for future initiatives.