



KEYNE INSIGHT



Bridging the Gap

between strategy and execution

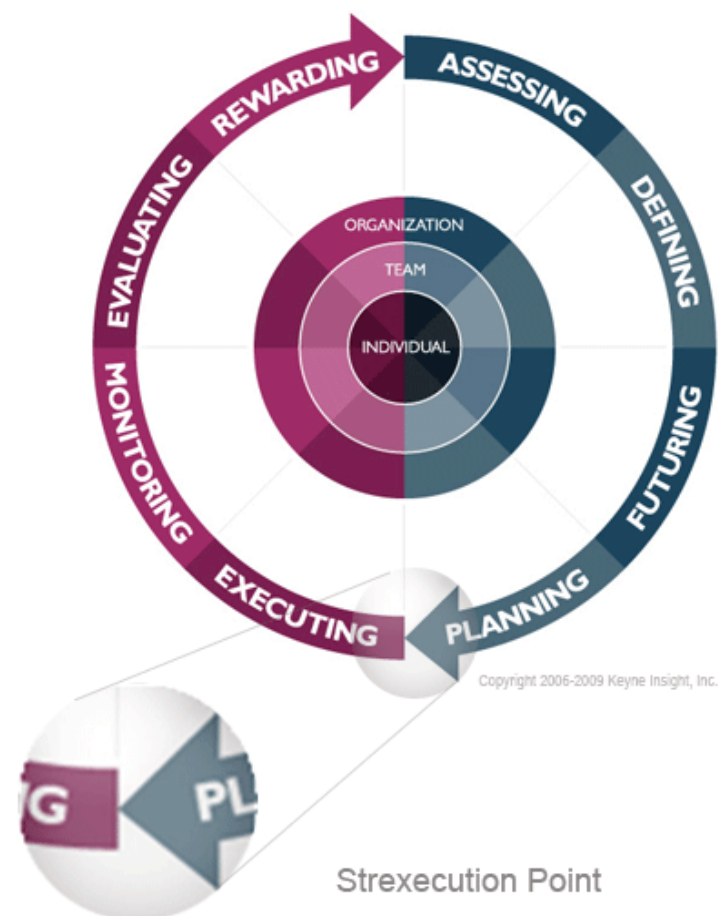
KEYNE *Link*TM

Are you meeting your plan this year?

CHANCES ARE, YOU COULD BE DOING BETTER.

See if this sounds familiar: You set up your organizational strategy for the year along with goals and objectives that align with it. Employees are assigned the goals that they have to meet, and then they get on with their daily business. The end of the year rolls around, and everyone frantically retrieves their list of goals they were to have accomplished only to find that most of them have fallen by the wayside. They make excuses (some of them legitimate), and you resolve to do better next year. Unfortunately, that doesn't negate the fact that you didn't quite meet your plan...again. Maybe you just missed it, or maybe you missed it by a country mile.

The problem? That huge gap that seems to exist between strategizing and executing – **the strexecution point**.



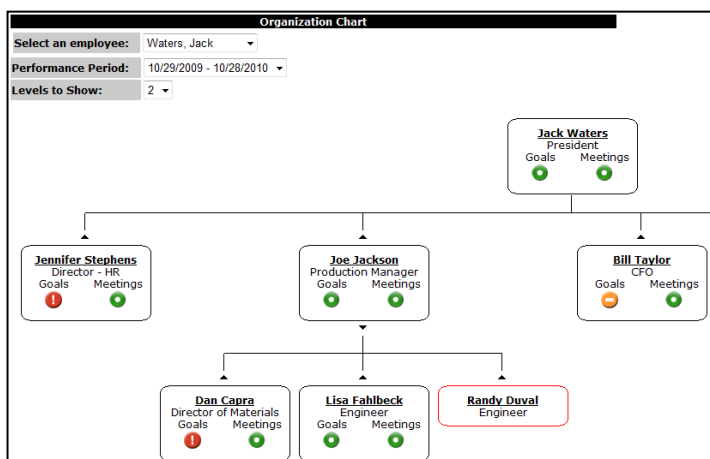
Strèx ù kyoo´ shūn point. *The exact point of transition between strategy and execution. This point is notoriously the point at which all planning and strategizing that has taken place prior to it is set aside and forgotten, only to be suddenly remembered towards the end of the year. The key to successful navigation through the strexecution point can be found in KEYNELink™ the only strategy execution management tool of its kind on the market.*

bridge the gap

with KEYNE*Link*TM

KEYNE*Link*TM is a revolutionary **strategy execution management system** that integrates your organization's vision and values with the daily activities of your people. It is part process, part software, and part roadmap. It motivates your organization, teams and employees to work together to reach goals that take your organization to the next level.

KEYNE*Link*TM is *not* an automated performance appraisal. There are plenty of those out there on the market, so if you're searching for one, feel free to keep looking. KEYNE*Link*TM is a strategy execution management system that promotes ongoing communication and feedback amongst organizational members. These two characteristics have proven time and again to be the keys to successful strategy execution.



User-friendly views serve as a backdrop for communicating progress and changes in direction with organizational members.

RESPONSIBILITIES CLARIFICATION

All employees have the right to know what's expected of them, and KEYNE*Link*TM helps in this process with its primary job responsibility clarification wizard. This wizard guides employees and managers through the thoughtful process of defining expectations, and it even allows for mid-course changes as circumstances warrant.

GOAL MONITORING

KEYNE*Link*TM automates the creation, assignment, and ongoing monitoring of employee and team goals. This automated process results in improved communications around expectations and goals, increased employee engagement, and increased visibility and accountability throughout the organization.

BI-MONTHLY MEETINGS

Integral to the success of any execution management initiative is ongoing communication between managers and their employees. KEYNE*Link*TM helps coordinate, prepare for, track, and document these discussions so that both employees and managers stay on track and can make mid-course corrections as necessary.

Goals By Initiative Report

Select a company: Demo Presentation Company (Nicole Wade)

Performance Period: 4/28/2009 - 4/27/2010

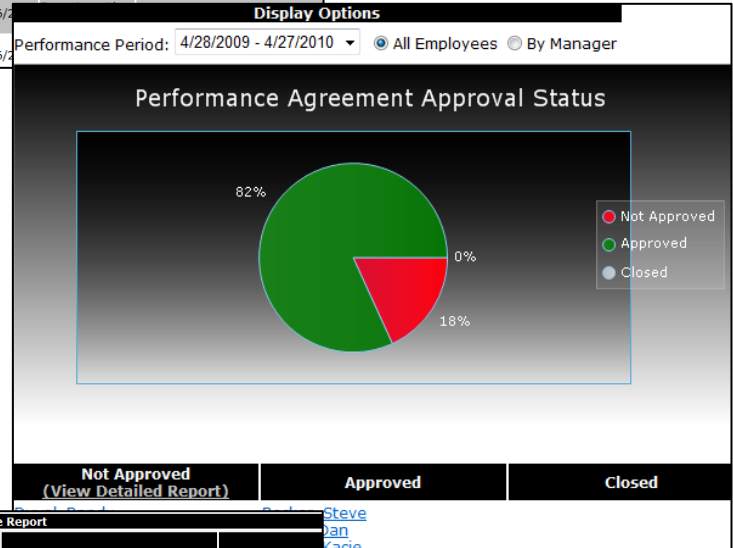
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Dramatically and radically change the face of our company in the marketplace.

Details	Status	Goal	Target Date	Type	Member
		Design employee/manager mentorship program approved for implementation	5/11/2009	Department/Management	Jennifer Stephens
		Redesign and revitalize the product development and launch process	5/28/2009	Department/Management	Jack Waters
		Develop synergies between the Medical and Specialty parts of our business.	11/5/2009	Department/Management	Jack Waters
		Open two new market segments	11/9/2009	Team Goal	Lead: Steve Becker Sponsor: Jack Waters Members: Joe Jackson, Bill Taylor, Chris Gordon, Lisa Fahlbeck
		Reassess and evaluate all outside reps for product knowledge and sales production	4/16/2010	Department/Management	Steve Becker
		Create two successful new product introductions	4/16/2010		
		Conduct rep training at Acme and on-the-road.	4/16/2010		

Track progress towards goals, initiatives and strategic plans with at-a-glance reporting.

Easily monitor the progress of employee agreements through graphic, customizable reports.



Employee Performance Report

Select a company: Demo Presentation Company (Nicole Wade)

Select an employee: Becker, Steve

Active Terminated

Performance Period: 4/28/2009 - 4/27/2010

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View Meeting Notes

Primary Job Responsibilities	Performance Stats						Meeting Stats		Final Rating
	5/13/2009	7/12/2009	9/12/2009	11/12/2009	1/11/2010	3/13/2010	Scheduled	Cancelled	
Develop and maintain key customer relationships. View Details							6	0	1.50
Direct and train Acme's National Sales Organization. View Details							6	0	1.17
Manage and direct Acme's sales and marketing activities, according to both the strategic plan and actual events. View Details							6	0	0.67
Provide new production development direction and specific product recommendations.							6	0	

Encourage regular performance feedback and identify performance trends.

For more information about how you can use KEYNE.Link™ to help execute your strategic plan, contact:

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