



WHAT IS ACTIV360°?

ACTIV360 is a unique set of business value services only offered by the Afterburner Group.

ACTIV360 acts as a **business “health check”** by bridging the gap between today and a new future of business value growth through the following activities:

Baselining the Current Business

Determining Future Value Scenario

Detailed Business Gap Analysis

Recommendations & Tools

WHAT DOES ACTIV360° ENCOMPASS?

ACTIV360 pays particular attention to the following aspects, ensuring a full “360 degree” view of the business:

Company: Vision, Mission, Values, Goals

Products/Services: Mix & Differentiation

Marketing: Positioning, Messaging, Impact

Sales: Pipeline, Skills, Effectiveness

Customer: Loyalty, Satisfaction, Profitability

Leadership: Innovation, Communication

WHAT IS THE ACTIV360° PROCESS?

The Afterburner Group takes your leadership team through seven steps to growth:

EVALUATE

DEFINE

VALIDATE

RECOM-
MEND

EDUCATE

EQUIP

ENABLE



THE BENEFITS OF ACTIV360°?

The ACTIV360 program is designed to bring a unique set of benefits to you and your organization:

The External Point of View: You gain practical, actionable insight on where you are relative to the marketplace through perspectives from your customers, your industry, the analysts that serve your industry, and your competitors.

Focus and Clarity: No more ‘fuzzy’ priorities and uncertain investment. You will know where you need to focus, and in what order, to achieve your business objectives.

Practical Solutions to Complex Issues: A range of experience-based recommendations to overcome internal and external challenges - complete with action lists, timelines, dependencies, and estimated budget. No guessing, no theory. Just practical, proven steps to accelerate growth and profitability to the business.

New Capabilities: Through training and tools, you and your organization will be equipped to take advantage of current and new opportunities.

Pragmatic Innovation: The discovery, validation, and steps needed to create new, substantial opportunity to your company using existing assets, products/services, technology, and people - delivering new value to your customer, market, and balance sheet.

Alignment with Market and Known Needs: You will be able to quickly and effectively align your resources against existing and new needs - driving differentiation, faster response times, and greater revenue.

Focused Investment: Through the lenses of a defined future, you can swiftly evaluate and decide what investments make sense, or not. No investment ‘flyers’ or accidental overinvestment.

Increased Customer Satisfaction and Loyalty: As you go through the process, your customers will notice a new level of interaction, communication clarity, and focused execution - aligned to their specific needs. This sets you apart from the competition, driving satisfaction and loyalty.

Cross Functional Alignment & Shared Goals: Every organization and individual throughout the company will know what the company is about, its objectives and strategies and how they ‘fit’ into that new future. No ambiguity, confusion, or wasted resource.

Internal “Buzz” and Motivation: This is about renewed energy, dedication, and desire to succeed. Your company and people will experience a new ‘horizon’ to reach for, a new level of success to achieve.