

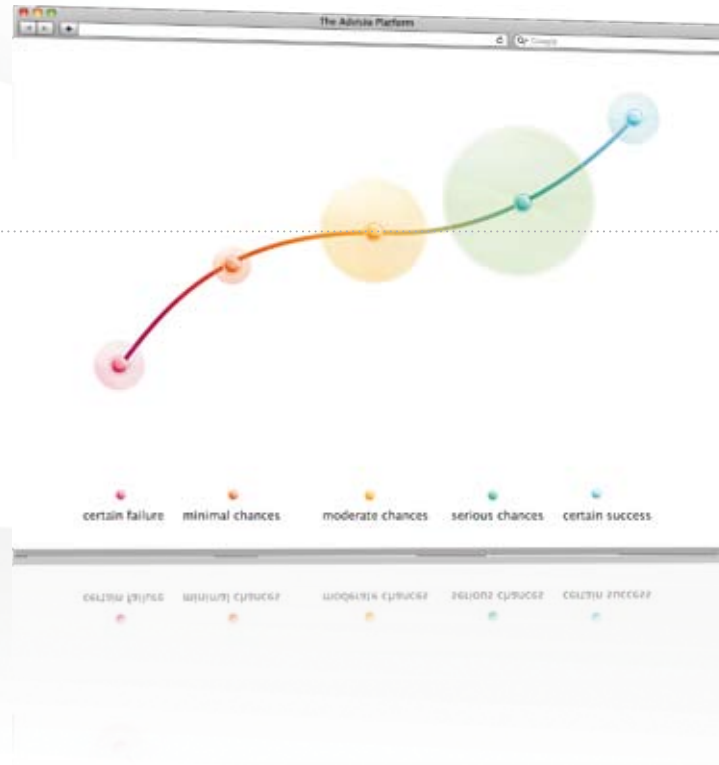


# SYNERGIA™

## GOALS IN AN ORGANIZATION METHODOLOGY & TOOL

- ASSESS INVOLVEMENT OF EMPLOYEES IN THEIR GOALS
- GENERATE GOAL-COMPLETION FORECASTS
- ENABLE AND FACILITATE STRATEGIC DIALOG ON ALL LEVELS





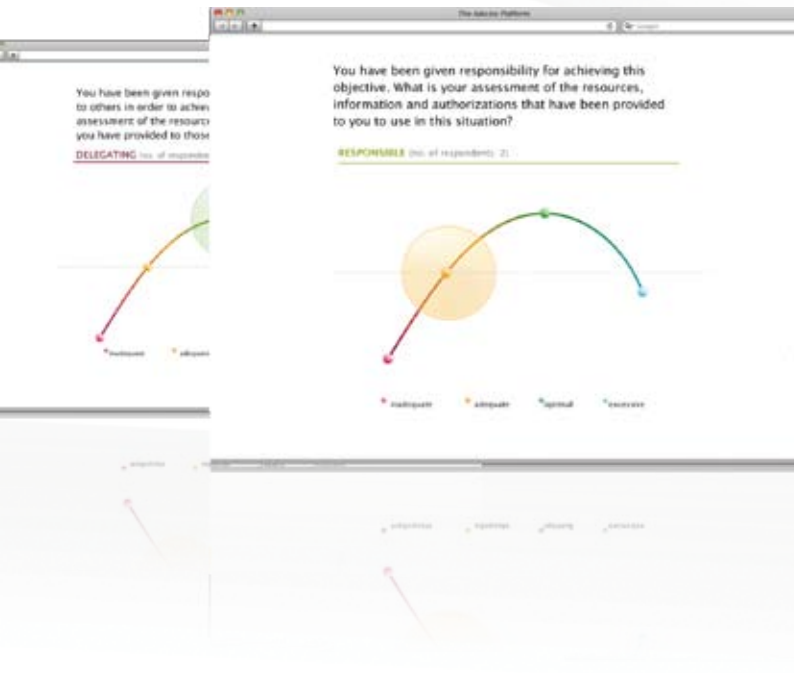
# Goals and people

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Organizations exist to achieve envisaged goals. To achieve these goals, they require the work, skills and commitment of human resources.

The Synergia™ methodology and online tool makes it possible to observe the quality and dynamics of the links between the organization's goals and the people responsible for achieving them.

**Synergia™** provides a forecast of the effectiveness of strategic measures. It tells you whether – or to what degree – the method of delegating goals and the level of commitment of human resources can assure that the organization's goals will be achieved.



## Around the goal

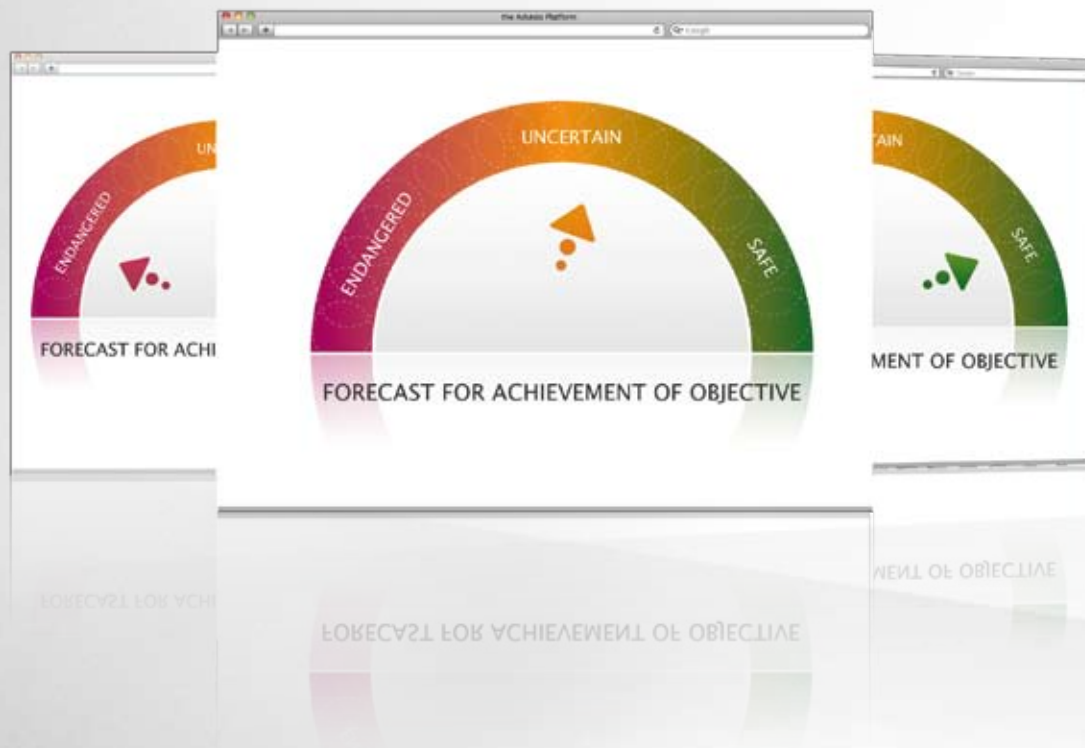
Synergia™ makes use of the 360° method, well known in the context of organizational development, in an innovative way to provoke reflection and facilitate strategic dialogue concerning **the organization's goals**. Each of the goals of a firm, department or team can be assessed through its own individual kind of 360° evaluation. Opinions given by personnel crucial to the achievement of the goal provide information as to the level of their **involvement** in that goal and the **likelihood** of success.

The screenshot shows the Synergia™ tool interface. At the top, there is a navigation bar with tabs: Start, Objectives, Connections, Verification, Scores, Evaluation, and End. The 'Evaluation' tab is currently selected. Below the navigation bar, there is a table with the following structure:

OBJECTIVES	PARTICIPANTS			
	RESPONSIBLE	TEAM	DELEGATING	BENEFICIARY
Objectives	100%			
Recruitment of new sales people	✓	5	4	5
Changing frequencies	✓	5	5	5
Establishment of the company's web page	✓	5	9	5
Organization of a conference		5	5	5
Extension of the web Department	✓	5	4	5
New development activities for synergia	✓	5	5	5

## Synergy of perspectives

The Synergia™ tool invites people to think of the organization's goals in the context of how they are linked with many different groups of stakeholders. It makes it possible to determine **which people are responsible** for realizing each goal, **the people who delegated** performance of tasks to meet that goal, **team members** assisting with the realization of the goal, and **the people who will benefit** if the goal is achieved. Synergy of collaboration of all of those people is needed for the goals to be performed successfully.



# MBO audit

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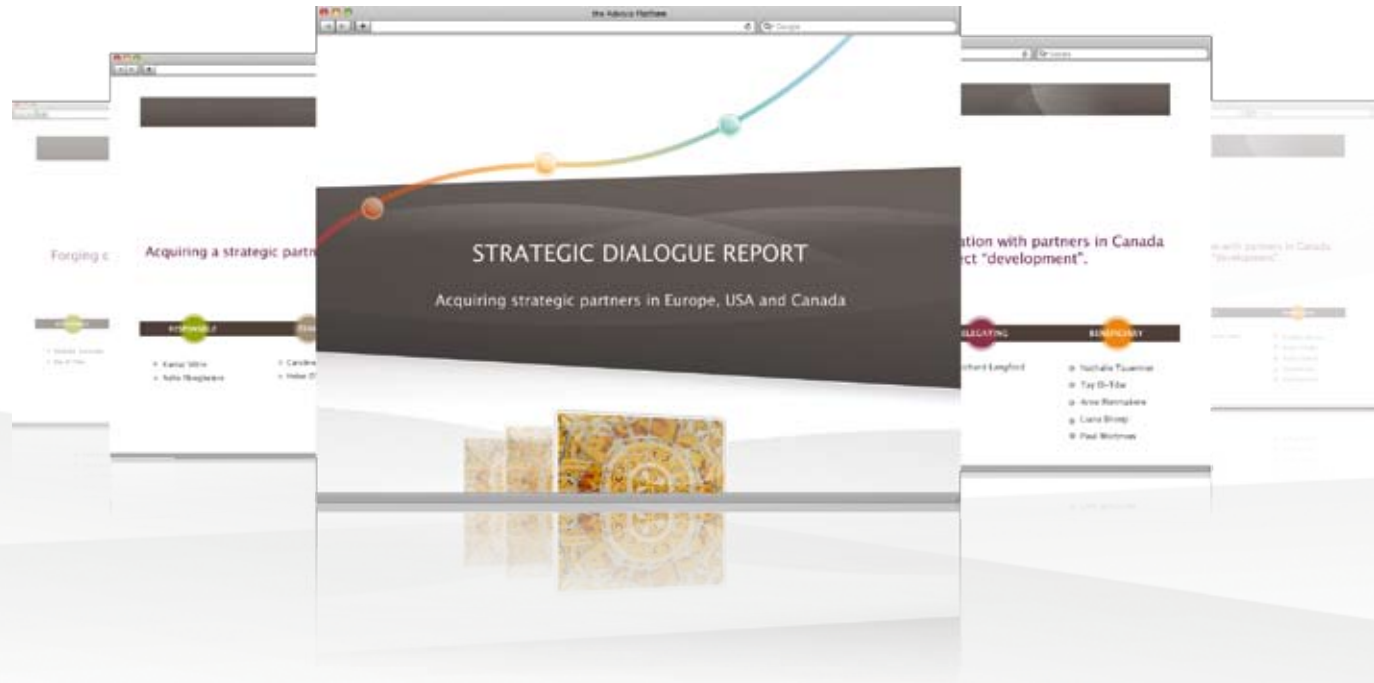
The forming of strategy, formulating of goals and coordination of performance to achieve the goals are the crux of management. Often the factor determining the ultimate **results of a manager's work** is the way in which the manager informs people of the goals he/she expects them to achieve, the way in which the manager delegates goals and how he/she holds people accountable for them.

When a broad group of people is responsible for implementing a plan, the results can be difficult to predict. Synergia™ provides managers with invaluable information that increases the **level of control and predictability of MBO**.

The tool examines the degree to which the persons responsible for achieving the goals **understand and accept** them. And it predicts likely problems in realizing the goals far enough in advance to counteract them successfully.

## Effectiveness of management

The Synergia™ tool reports provide information vital for successful management by objective.





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### **Achievement prognosis**

Synergia™ presents the report's most important points in graphic form on a single page. The achievement prognosis calculated by Synergia™ clearly indicates whether the method by which a goal is delegated and the level of involvement of key personnel suggest that this goal will be achieved successfully.

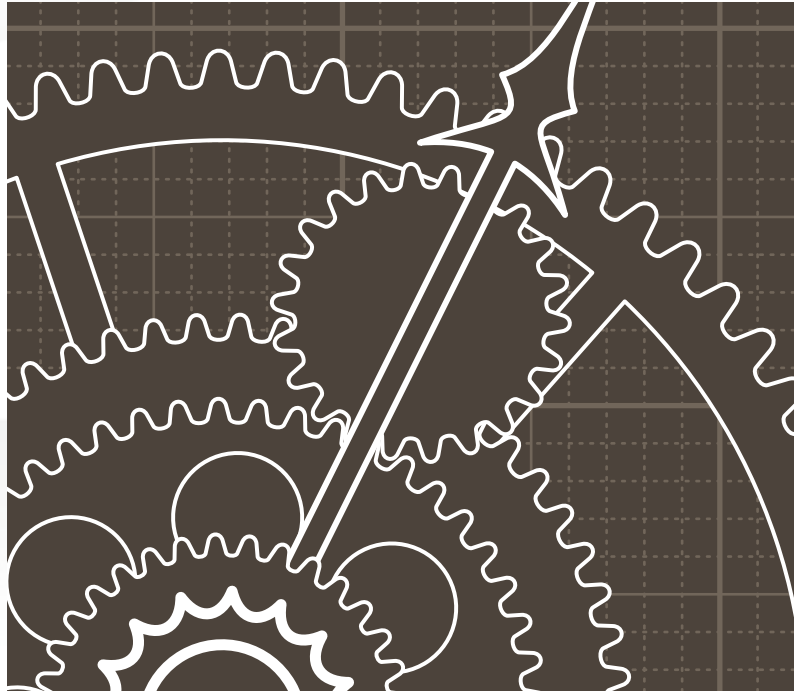
### **Personal involvement**

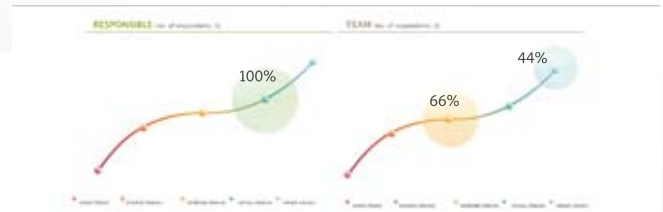
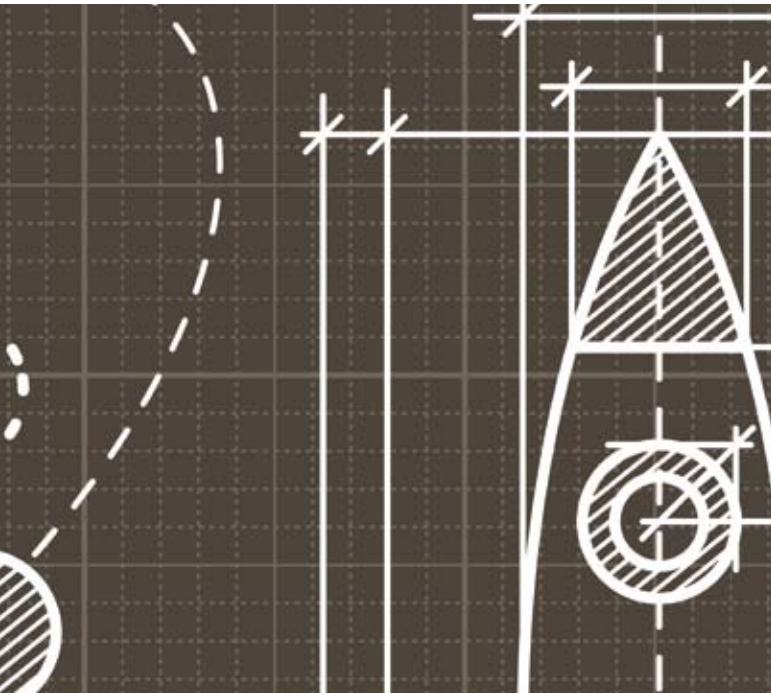
Ambitious goals cannot be achieved without the appropriate motivation and commitment of the people responsible for them. The Synergia™ reports show the level of personal commitment to particular goals of all of the people without whom ultimate success would be unlikely.

### **Strategic importance of a goal**

Synergia™ provokes reflection on and discussion of the relevance of individual goals to the success of the organization. The map of responses given on this subject by all of the participants in the process provides an excellent foundation for the work of teams forming the firm's strategy. It also constitutes the overall direction of work of individual departments and project teams.

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### Effectiveness of delegation

The correct delegation of objectives is one of the most important factors affecting eventual success. Synergia™ asks the people responsible for individual objectives whether, in their view, they've been given the powers, information and resources they need to work effectively.

### Differences in perspective

Numerical averaging of answers can kill important information. The visual and quality presentation of the differences between participants' responses appeals more to the imagination, making it possible to see immediately differences in opinion arising due to varying roles, needs and points of view.

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### **A network of goals**

The organization's goals form a web of mutual links. For one to be achieved, it is often necessary to first perform a number of others, and vice versa: realization of one small goal may pave the way for a lot of options for further strategic action. The Synergia™ reports reveal the mutual links between all of the goals being discussed in strategic dialogue.

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### **Mutual exclusion**

Sometimes one goal precludes another: the more an organization is successful in achieving one goal, the less feasible it becomes to achieve another one. Synergia™ reports present the goals that are competitive with each other in this precise way.

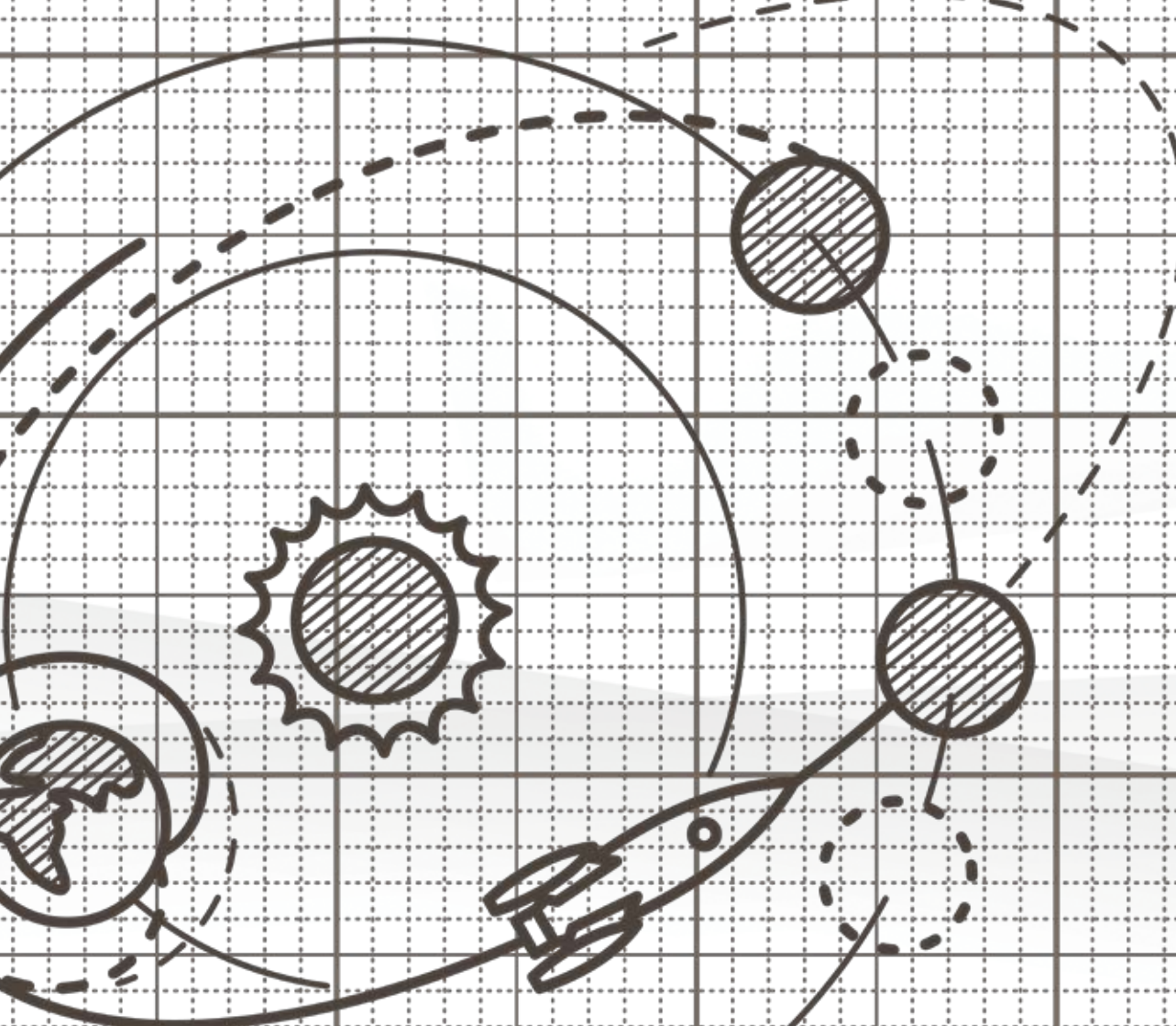
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### **Grouping without limitation**

Synergia™ does not impose any limitations as to the number of possible group reports, enabling a prognosis of the likelihood of achievement of goals grouped according to any characteristics whatsoever. For example, the same goal can be seen in reference to a place in the organizational structure (goal of the Sales Department), the category of the goal (financial goal) or any other specific characteristics.

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# Strategic work tool

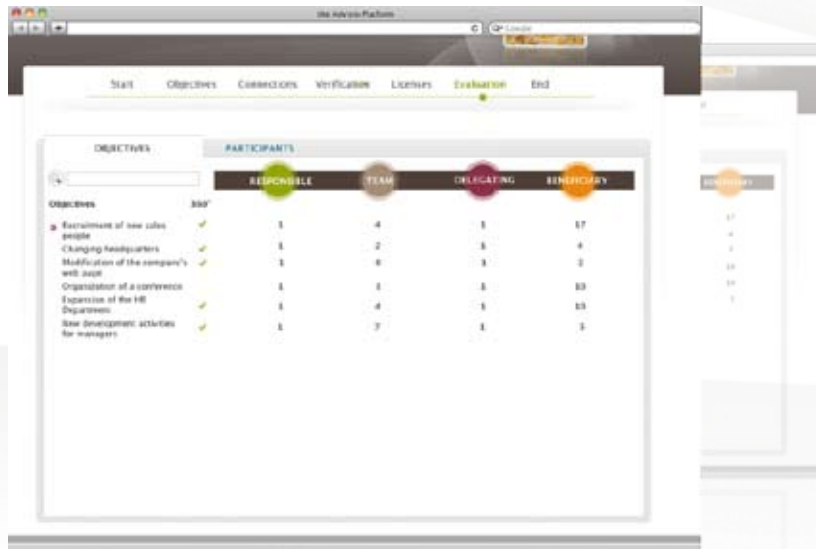
Synergia™ is an essential participant in successful strategic workshops. Anywhere the envisaged result of collaboration is **a new firm, department or team strategy**, Synergia™ provides information as to the rank and relevance of individual strategic goals, as well as a prognosis for their realization.

Synergia™ operates in a systemic way: everyone whose **involvement and approval** are vital to the success of the new strategy is invited to take part in the dialogue. For this reason, Synergia™ is proving to be an excellent tool for **social consultations** used to formulate goals and strategies in the public sector and in NGOs.

Reaching beyond the limits of the closed group holding the reins, Synergia™ propagates information about strategic goals within a wide group of the organization's members, ingraining in them an **awareness of the distribution of roles and responsibility** related to achieving goals. It teaches systemic thinking, placing daily work into a strategic context.

## The pleasure of managing a powerful tool

Synergia™ takes the consultant and team working with the consultant step by step through all of the stages of the strategic dialogue.



The screenshot displays the Synergia™ software interface. At the top, a navigation bar includes tabs for 'Start', 'Objectives', 'Connections', 'Verification', 'Licenses', 'Evaluation', and 'End'. The 'Evaluation' tab is currently selected. Below the navigation bar, there are two main sections: 'OBJECTIVES' on the left and 'PARTICIPANTS' on the right. The 'PARTICIPANTS' section is further divided into four columns: 'RESPONSIBLE', 'TEAM', 'DELEGATING', and 'REINFORCING'. Each column has a corresponding colored circle above it: green for RESPONSIBLE, blue for TEAM, red for DELEGATING, and orange for REINFORCING. The table lists several objectives with checkboxes and numerical values in the participant columns.

OBJECTIVES	RESPONSIBLE	TEAM	DELEGATING	REINFORCING
Recruitment of new sales people	1	4	1	17
Changing headquarters	1	2	1	4
Modification of the company's web site	1	8	1	2
Organization of a conference	1	1	1	13
Expansion of the HR Department	1	4	1	13
New development activities for managers	1	7	1	1

### Get up and running in minutes

Configuration of the Synergia™ tool and starting up of a new process is automated so that it literally takes only moments.

### It remembers, so you don't have to

You don't need to remember how the entire process is performed, or even where you are in the process at any given time. As each stage is completed, Synergia™ "turns the page" and offers a clear, easy-to-follow "next-steps" action plan. You can conduct strategic dialogue in dozens of teams simultaneously. You will not get confused.

### **Everyone is up to date**

In the virtual world of cloud computing, the entire project team can work together without the need for in-person meetings or physical proximity. Synergia™ looks after communication, documentation and information exchange in the team like a good project manager.

### **One, 101, 1001 goals or more...**

Synergia™ places no limitations on the number of goals on which managers can express their opinions in the questionnaires.

### **Freedom of choice**

Depending on the context and organizational culture you might want to enable the respondents to add comments anonymously. It's up to you.

### **A common language between systems**

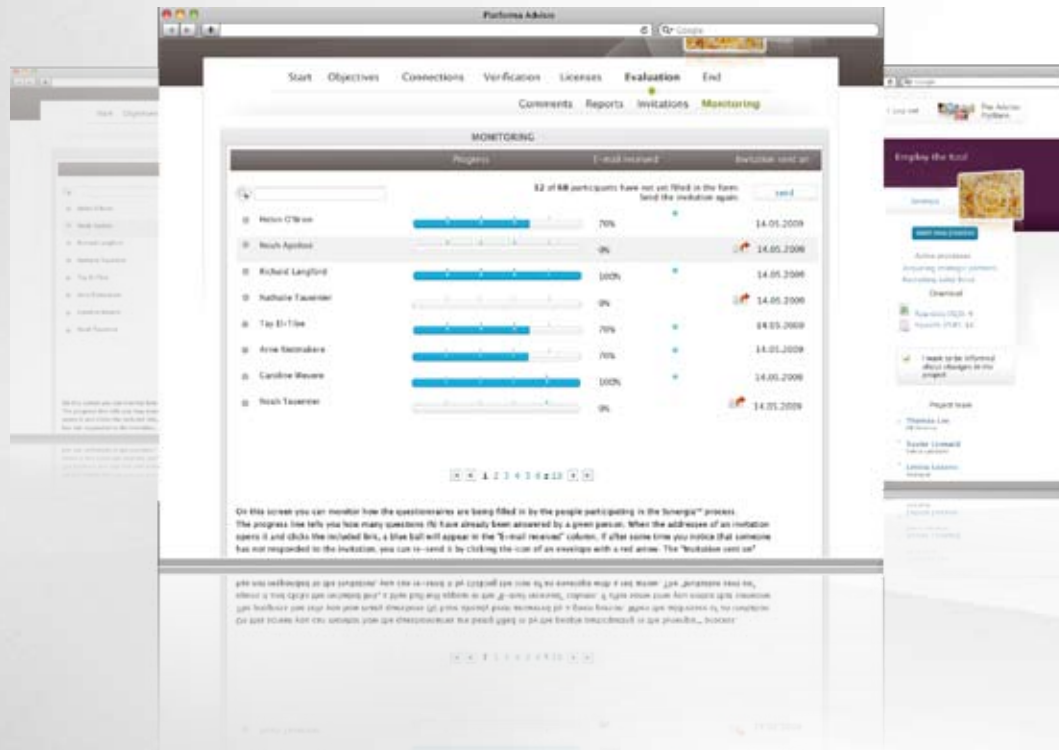
Synergia™ communicates well with other IT systems containing data needed for evaluations. All vital information can be imported and exported safely as Microsoft Excel files.



### **Connection security**

The Synergia™ tool secures and protects processed data the same way electronic banking systems safeguard access to financial information, using strong data encryption and a secure internet connection.







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### Good relations

Invitations to complete the questionnaire sent by e-mail are often an element of a broader policy for provision of information within the organization. Synergia™ allows invitations to be worded in any way and the timing of their automatic distribution to be chosen so that the information disclosure measures strengthen the project team's positive relations with the strategic dialogue participants.

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### Polite reminders

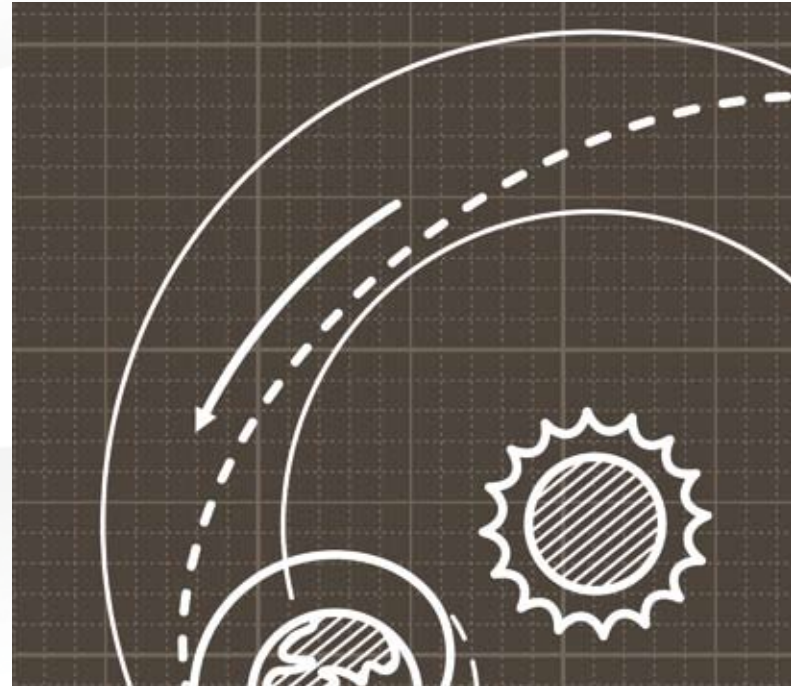
Sometimes it is difficult to keep up with all of the deadlines. When any of the respondents forgets to fill in the questionnaire within the specified time limit Synergia™ sends that respondent a polite, discrete reminder.

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### Regular information

Synergia™ keeps the project team informed as the process progresses. The consultant managing the process sees the progress in detail as questionnaire responses come in. Other members of the project team are notified when 25, 50, 75 and 100% of expected responses have been received.

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# Use of the Synergia™ methodology and tool

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Deployment and use of the Synergia™ methodology and tool is strictly limited to consultants certified by Advisio Consulting Methodologies.

Authorized Advisio partners using this proprietary tool in consultancy work display the “Consultants of the Future” logo – a distinction reserved for training and consulting firms that apply Advisio methodologies and tools to give clients a distinct competitive edge in the 21st century economy.

