

A FRESH PERSPECTIVE

70% of business initiatives fail to realize their intended business results. Why is it that organizations so often fail in the execution of well-formulated, viable strategies? This question is a fundamental challenge facing executives today. This poor track record of initiative success demands a fresh perspective. RWD's Clarity Framework has evolved over the past 20 years and presents a proven approach to achieve initiative success.

The framework focuses on the critical work that must be performed, the explicit processes required, and the readiness of the people within the organization to perform this work. Having a framework does not suggest the journey will be easy. However, it does provide a clear and deliberate path to achieve the success that eludes most strategic initiatives.

Performance. Velocity.

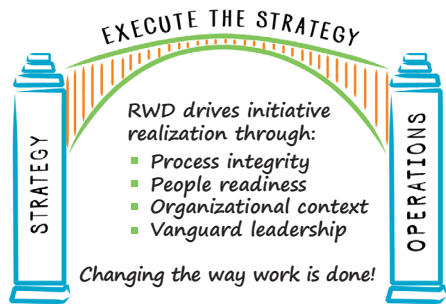


- Where does strategy meet execution?
- Where does learning yield performance?

A NEED FOR SPEED

Success in every part of business is impacted by the speed at which organizations continually transform their people. This is just as true for the creation and flow of knowledge as it is for inventory turns in a manufacturing operation. Having the right knowledge and processes are no longer sufficient. Organizations must also have the agility to respond to changing market conditions and other forces. As a result, the velocity at which knowledge flows up and down an organization is a critical measure of business health.

Developing and executing an effective strategy for learning, performance support, and collaboration is vital. As a leader in this field, RWD has built our reputation on delivering the velocity needed for our clients to keep pace in today's competitive environment.



The RWD Clarity Framework™

End to end process integrity ensures that processes work together and are adopted by front line performers

Vanguard leaders apply an **operational lens** to see their initiative through the eyes of front line performers



A **performance-tuned work environment** is needed to eliminate organizational obstacles and position the initiative for success

Front line performer adoption is achieved by **preparing and enabling** people to deliver sustained results

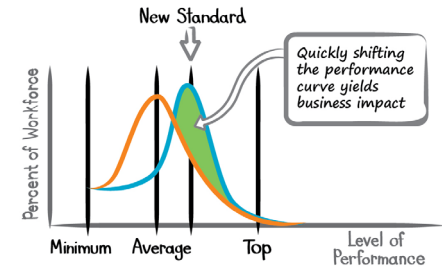
Achieving **strategic intent** requires clarity, integrity, and well-defined measurable outcomes

The answer to both of these questions is found on the front line. Over 20 years ago, RWD was founded on one simple premise: The power of an organization resides in the worthy work of individuals and the collaborative way their work is done.

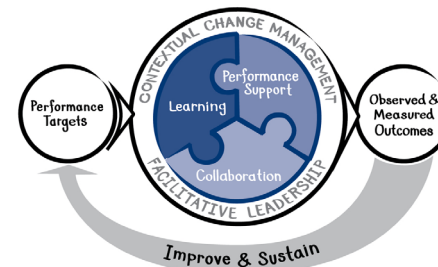
Our deep experience in helping organizations around the globe realize this premise sets us apart. We help the front line "get work done" and bring this perspective to executive leadership helping them see their initiative through an operational lens.

It is this operational bias that enables us to help our clients drive outcomes of value which deliver measurable impact to their business.

- For **complex work environments** the gap between top and average performers can be **>50%**
- Today's **dynamic business environment demands top performers**



Integrated Job Performance Model



- The pace of **change in business** requires an innovative approach to create **knowledge velocity**
- The integration of learning, performance support and collaboration enables the **success of your learning strategy**