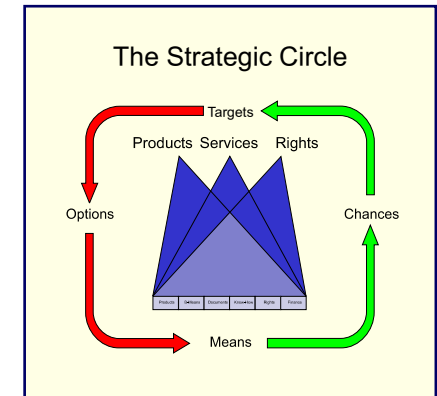
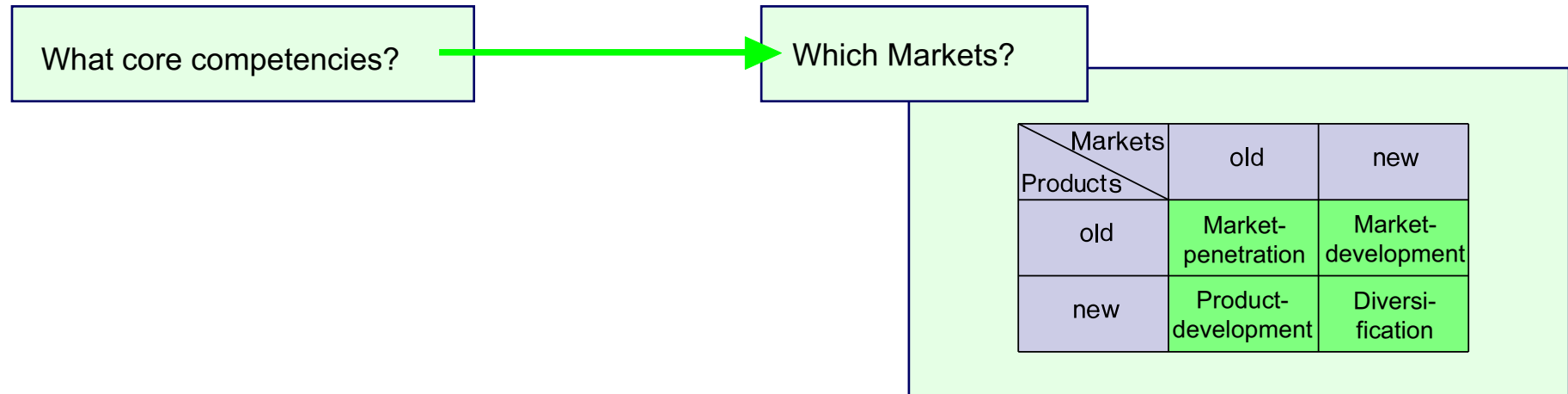


Identify and use the hidden Potential

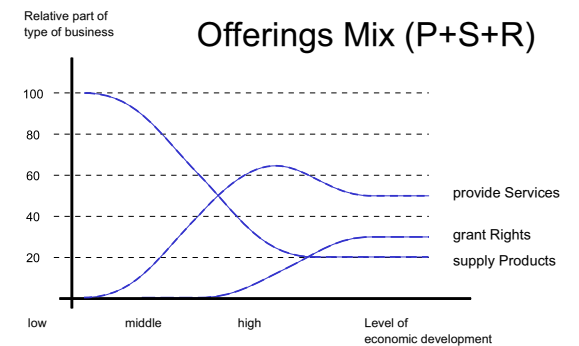
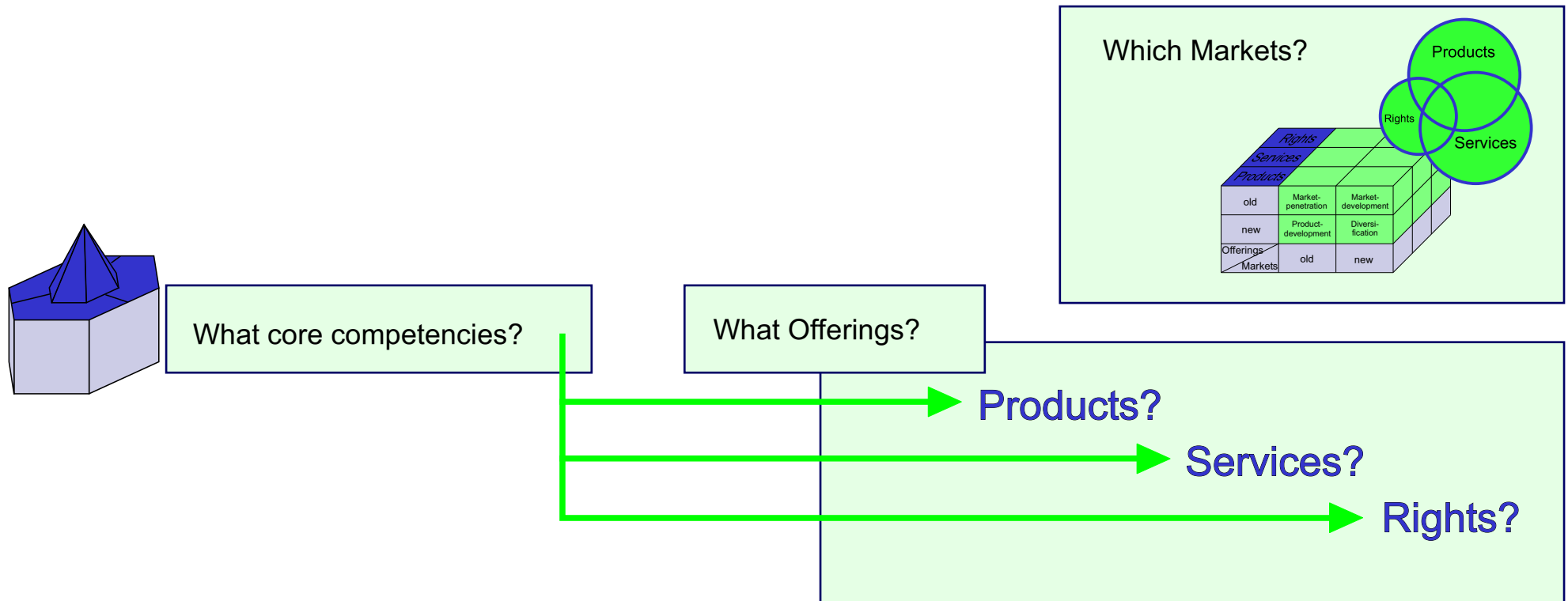
- 1 - 2. Core competencies, Markets, Offerings
(Products, Services, Rights)
3. Core potential
(Prerequisites for core competencies)
4. Complementary earnings opportunities
(From the processes and primary resources)
5. Three steps
- 6 - 8. Audit framework
(Resources, Processes, Offerings)
- 9 - 10. Steps and schedule
11. Controllers map
(introducing an imaginary economic framework)



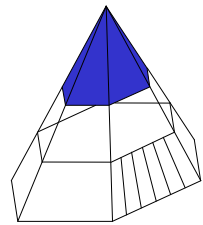
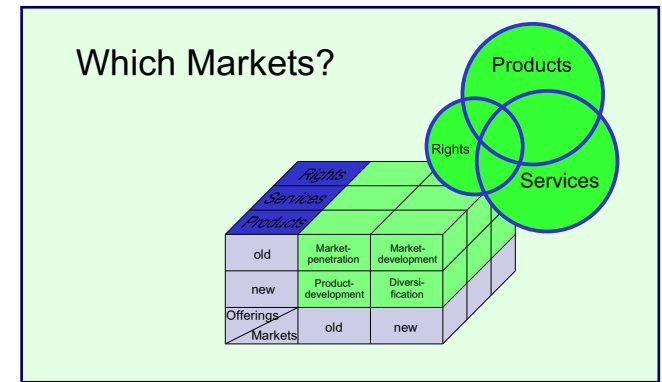
Using Core Competencies



Using Core Competencies



Using core potential



What core competencies?

What Offerings?

Products?
Services?
Rights?

What Processes?

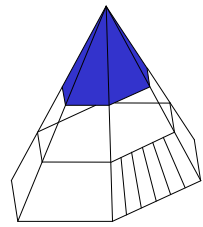
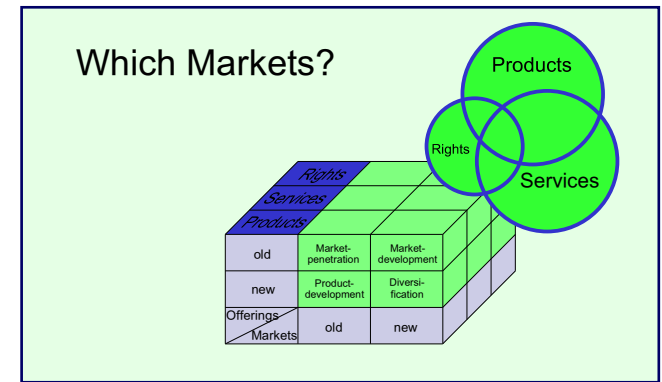
What P'Resources?

Core potentials are the prerequisites for core competencies.

They are a company-specific combination to three interdepartmental process types, where more or less defined tasks are done.

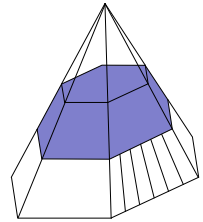
To complete a task a certain combination of Primary Resources (Products, B-Means, Documents, Know-How, Rights, Finance) must be available. The important thing is the *Combination* of P'Resources, because as poor resources can be more than compensated by intelligent design and the practical experience of the staff.

Making additional use of existing potential

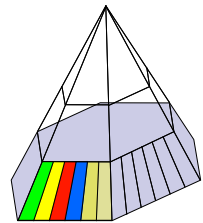
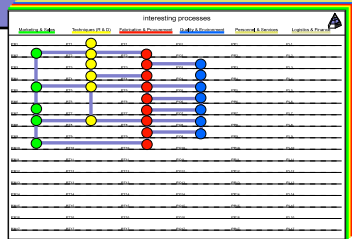


What core competencies?

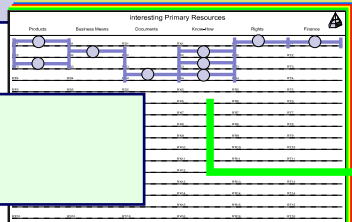
What Offerings?



What Processes?



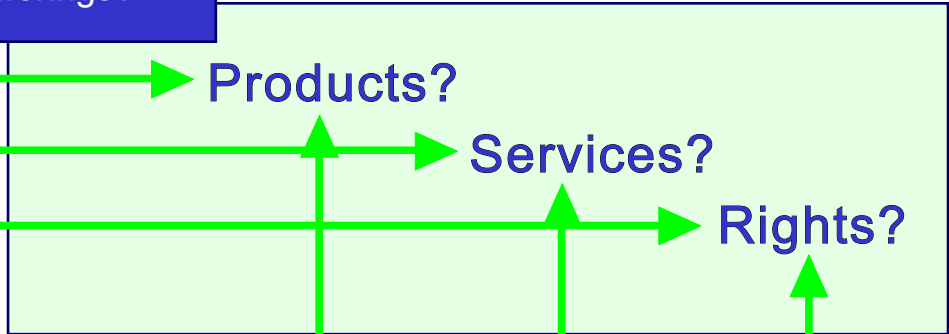
What P'Resources?



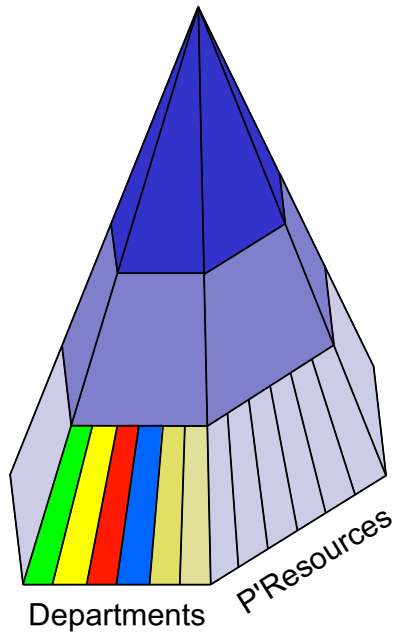
How used?

Own Know-How with external Resources?

New combinations of the six P'Resources?



Using potentials (inside out)



- What do we have?
- What can we do?
- What's worth doing?

1.

What Primary Resources?
Make a structured list.

2.

Interesting Process-Know-How?

3.

Potential & worthwhile Offer?

potential Offerings			official Offerings	Customers (Segments)
Products (delivering)	Services	Rights		
L1	P1	R1	A1	K1
L2	P2	R2	A2	K2
L3	P3	R3	A3	K3
L4	P4	R4	A4	K4
L5	P5	R5	A5	K5
L6	P6	R6	A6	K6
L7	P7	R7	A7	K7
L8	P8	R8	A8	K8
L9	P9	R9	A9	K9
L10	P10	R10	A10	K10
L11	P11	R11	A11	K11
L12	P12	R12	A12	K12
L13	P13	R13	A13	K13
L14	P14	R14	A14	K14
L15	P15	R15	A15	K15
L16	P16	R16	A16	K16
L17	P17	R17	A17	K17

interesting processes						
Marketing & Sales	Techniques (R & D)	Fabrication & Procurement	Quality & Environment	Personnel & Services	Logistics & Finance	
PM1	PT1	PF1	PQ1	PS1	PL1	K17
PM2	PT2	PF2	PQ2	PS2	PL2	K18
PM3	PT3	PF3	PQ3	PS3	PL3	K19
PM4	PT4	PF4	PQ4	PS4	PL4	K20
PM5	PT5	PF5	PQ5	PS5	PL5	K21
PM6	PT6	PF6	PQ6	PS6	PL6	K22
PM7	PT7	PF7	PQ7	PS7	PL7	K23
PM8	PT8	PF8	PQ8	PS8	PL8	K24
PM9	PT9	PF9	PQ9	PS9	PL9	K25
PM10	PT10	PF10	PQ10	PS10	PL10	K26
PM11	PT11	PF11	PQ11	PS11	PL11	K27
PM12	PT12	PF12	PQ12	PS12	PL12	K28
PM13	PT13	PF13	PQ13	PS13	PL13	K29
PM14	PT14	PF14	PQ14	PS14	PL14	K30
PM15	PT15	PF15	PQ15	PS15	PL15	K31
PM16	PT16	PF16	PQ16	PS16	PL16	K32
PM17	PT17	PF17	PQ17	PS17	PL17	K33

interesting Primary Resources					
Products	Business Means	Documents	Know-How	Rights	Finance
RP1	RB1	RD1	RK1	RR1	RF1
RP2	RB2	RD2	RK2	RR2	RF2
RP3	RB3	RD3	RK3	RR3	RF3
RP4	RB4	RD4	RK4	RR4	RF4
RP5	RB5	RD5	RK5	RR5	RF5
RP6	RB6	RD6	RK6	RR6	RF6
RP7	RB7	RD7	RK7	RR7	RF7
RP8	RB8	RD8	RK8	RR8	RF8
RP9	RB9	RD9	RK9	RR9	RF9
RP10	RB10	RD10	RK10	RR10	RF10
RP11	RB11	RD11	RK11	RR11	RF11
RP12	RB12	RD12	RK12	RR12	RF12
RP13	RB13	RD13	RK13	RR13	RF13
RP14	RB14	RD14	RK14	RR14	RF14
RP15	RB15	RD15	RK15	RR15	RF15
RP16	RB16	RD16	RK16	RR16	RF16
RP17	RB17	RD17	RK17	RR17	RF17

interesting Primary Resources



Products	Business Means	Documents	Know-How	Rights	Finance
RP1	R'B1	R'D1	R'K1	R'R1	R'F1
RP2	R'B2	R'D2	R'K2	R'R2	R'F2
RP3	R'B3	R'D3	R'K3	R'R3	R'F3
RP4	R'B4	R'D4	R'K4	R'R4	R'F4
RP5	R'B5	R'D5	R'K5	R'R5	R'F5
RP6	R'B6	R'D6	R'K6	R'R6	R'F6
RP7	R'B7	R'D7	R'K7	R'R7	R'F7
RP8	R'B8	R'D8	R'K8	R'R8	R'F8
RP9	R'B9	R'D9	R'K9	R'R9	R'F9
RP10	R'B10	R'D10	R'K10	R'R10	R'F10
RP11	R'B11	R'D11	R'K11	R'R11	R'F11
RP12	R'B12	R'D12	R'K12	R'R12	R'F12
RP13	R'B13	R'D13	R'K13	R'R13	R'F13
RP14	R'B14	R'D14	R'K14	R'R14	R'F14
RP15	R'B15	R'D15	R'K15	R'R15	R'F15
RP16	R'B16	R'D16	R'K16	R'R16	R'F16
RP17	R'B17	R'D17	R'K17	R'R17	R'F17

interesting processes



Marketing & Sales

Techniques (R & D)


Fabrication & Procurement

Quality & Environment

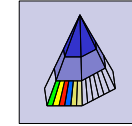
Personnel & Services

Logistics & Finance

P'M1	P'T1	P'F1	P'Q1	P'P1	P'L1
P'M2	P'T2	P'F2	P'Q2	P'P2	P'L2
P'M3	P'T3	P'F3	P'Q3	P'P3	P'L3
P'M4	P'T4	P'F4	P'Q4	P'P4	P'L4
P'M5	P'T5	P'F5	P'Q5	P'P5	P'L5
P'M6	P'T6	P'F6	P'Q6	P'P6	P'L6
P'M7	P'T7	P'F7	P'Q7	P'P7	P'L7
P'M8	P'T8	P'F8	P'Q8	P'P8	P'L8
P'M9	P'T9	P'F9	P'Q9	P'P9	P'L9
P'M10	P'T10	P'F10	P'Q10	P'P10	P'L10
P'M11	P'T11	P'F11	P'Q11	P'P11	P'L11
P'M12	P'T12	P'F12	P'Q12	P'P12	P'L12
P'M13	P'T13	P'F13	P'Q13	P'P13	P'L13
P'M14	P'T14	P'F14	P'Q14	P'P14	P'L14
P'M15	P'T15	P'F15	P'Q15	P'P15	P'L15
P'M16	P'T16	P'F16	P'Q16	P'P16	P'L16
P'M17	P'T17	P'F17	P'Q17	P'P17	P'L17

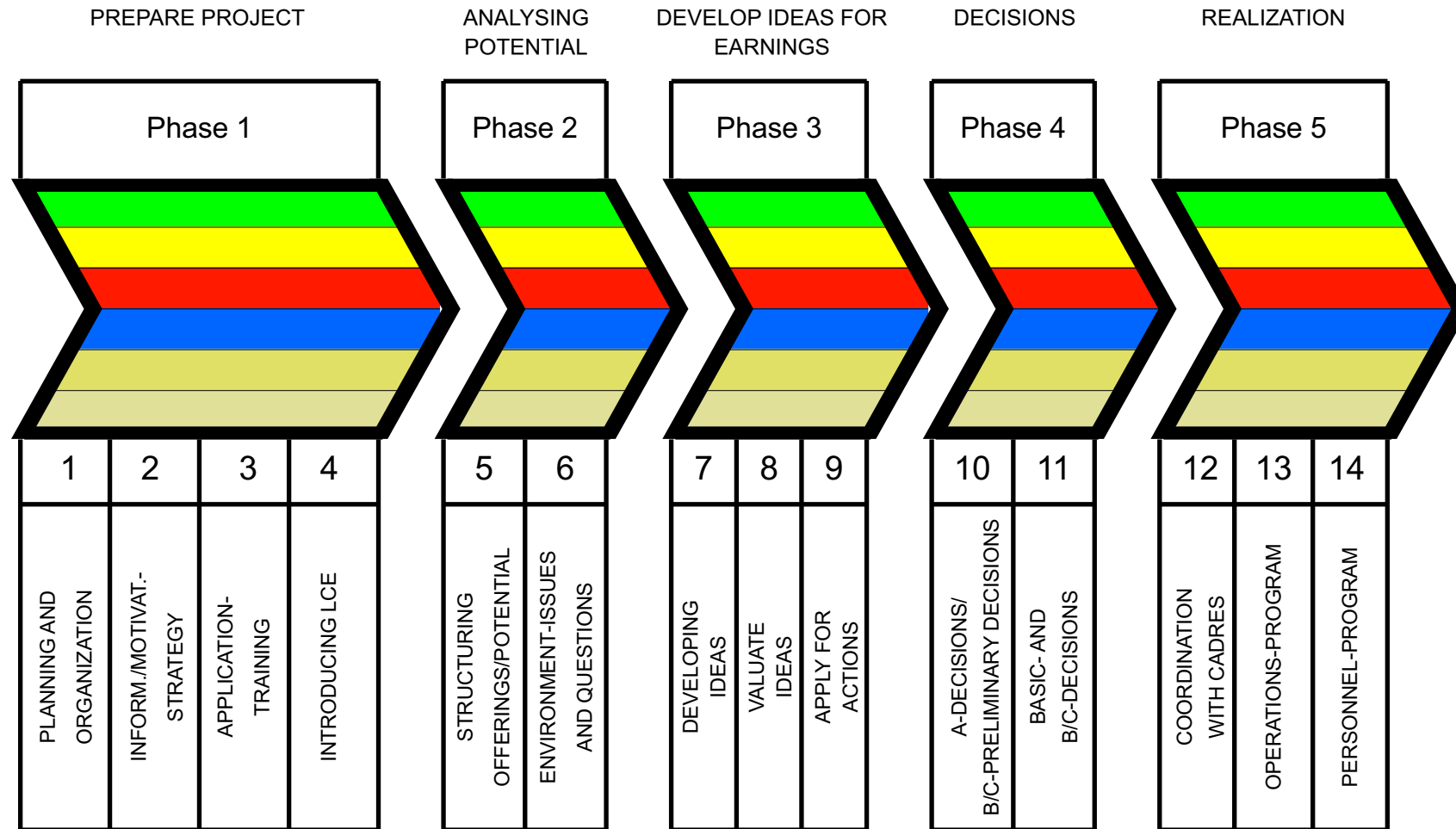
potential Offerings 			official Offerings 	Customers (Segments)
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L3	D3	R3	A3	K3
L4	D4	R4	A4	K4
L5	D5	R5	A5	K5
L6	D6	R6	A6	K6
L7	D7	R7	A7	K7
L8	D8	R8	A8	K8
L9	D9	R9	A9	K9
L10	D10	R10	A10	K10
L11	D11	R11	A11	K11
L12	D12	R12	A12	K12
L13	D13	R13	A13	K13
L14	D14	R14	A14	K14
L15	D15	R15	A15	K15
L16	D16	R16	A16	K16
L17	D17	R17	A17	K17

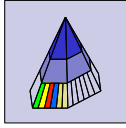
Phase plan



One division,
3 Types of processes,
6 Departments,
6 P'Resources

Option 1





One division,
3 Types of processes,
6 Departments,
6 P'Resources

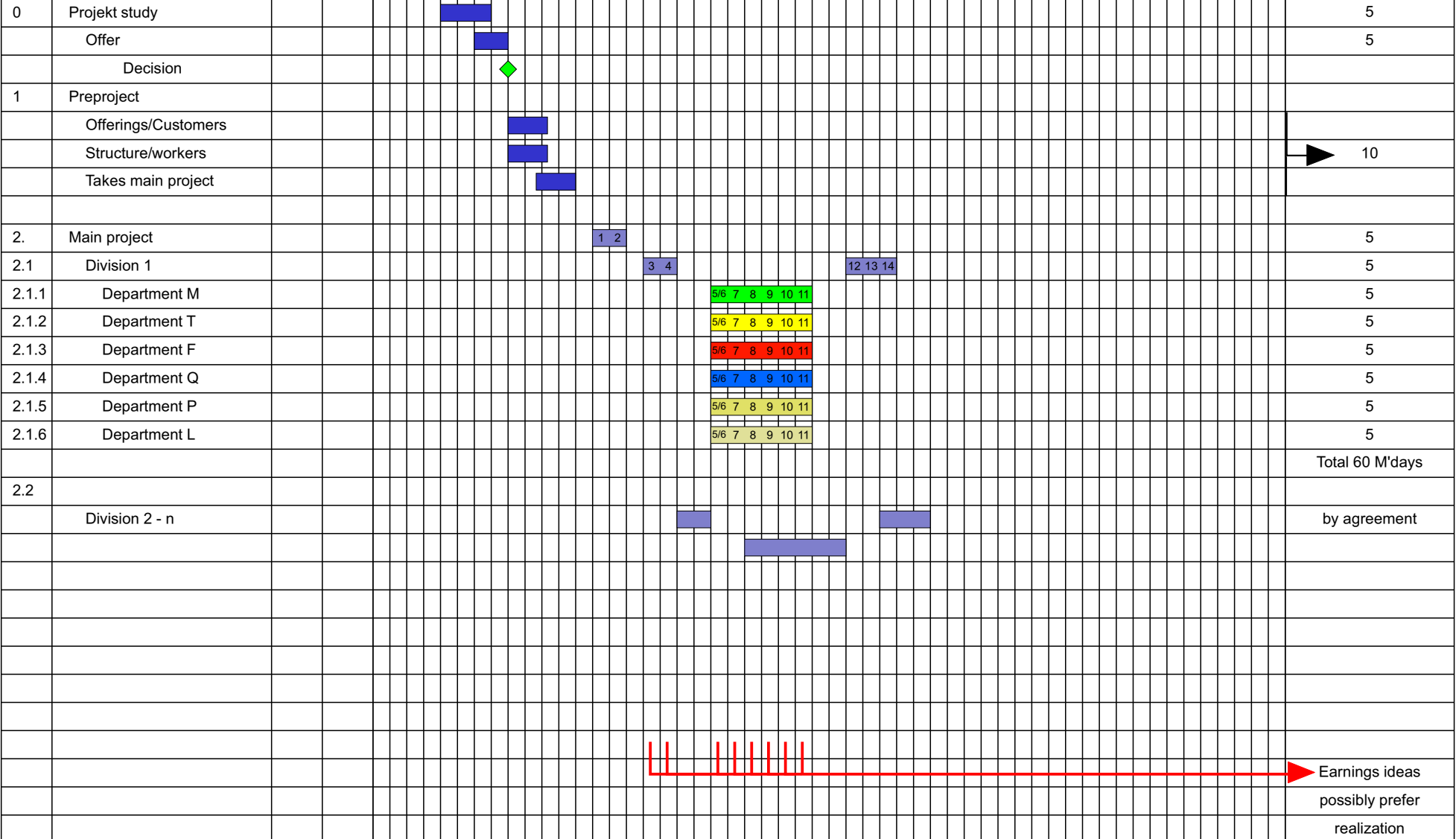
Option 1

Ltr.

Team

APR	MAI	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24	3 10 17 24 31
2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	4 11 18 25
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4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	6 13 20 27	6 13 20 27
5 12 19 26	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24 31	7 14 21 28	7 14 21 28
6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	1 8 15 22	1 8 15 22 29
7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23	2 9 16 23 30

estimated man days



Date: 00.00.00

Controllers Map

"imaginary" economics

traditional economics

"subjective" values, not tangible, but existing

"objective" values (\$, £, ¥, €, CHF)

