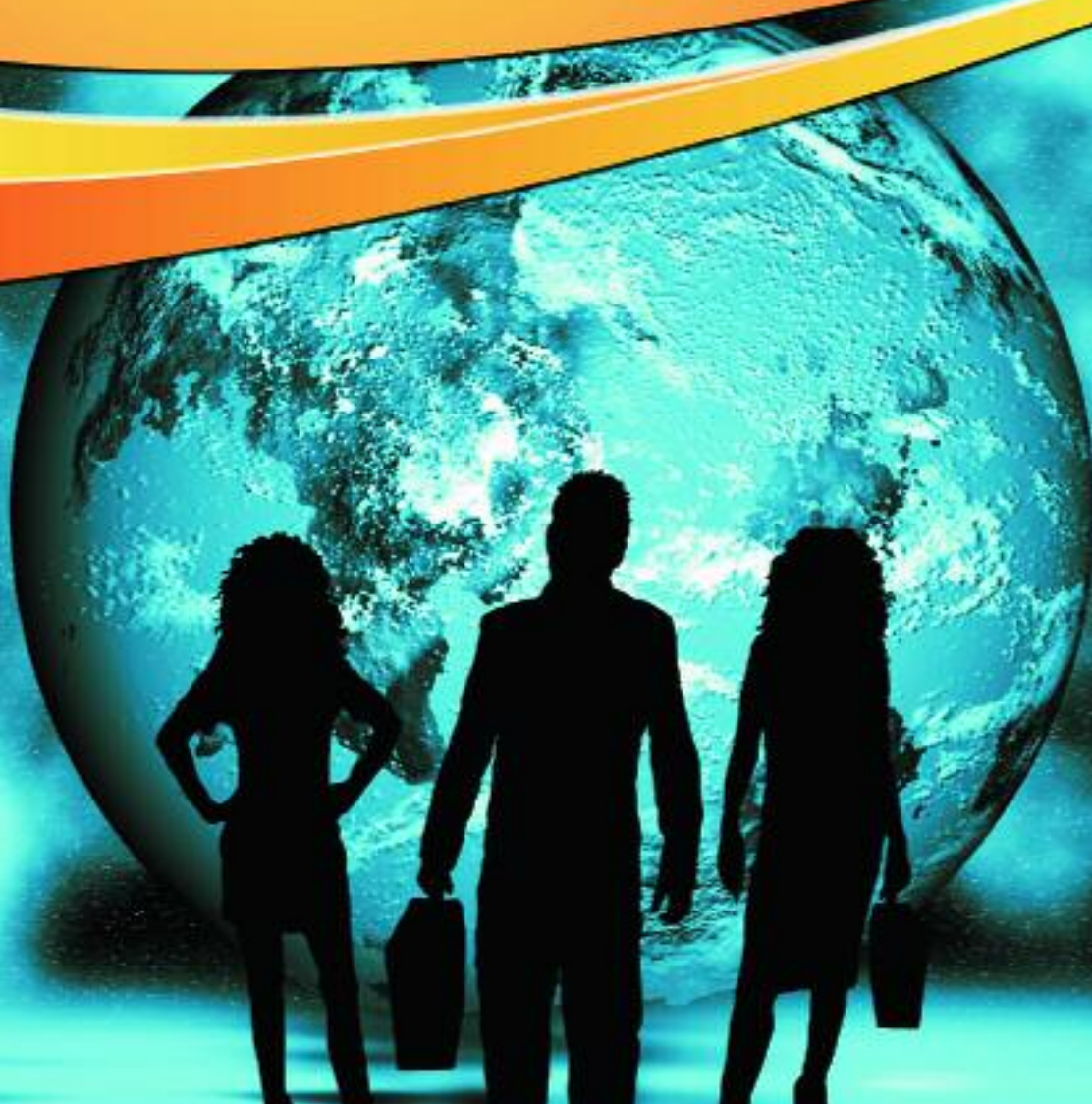


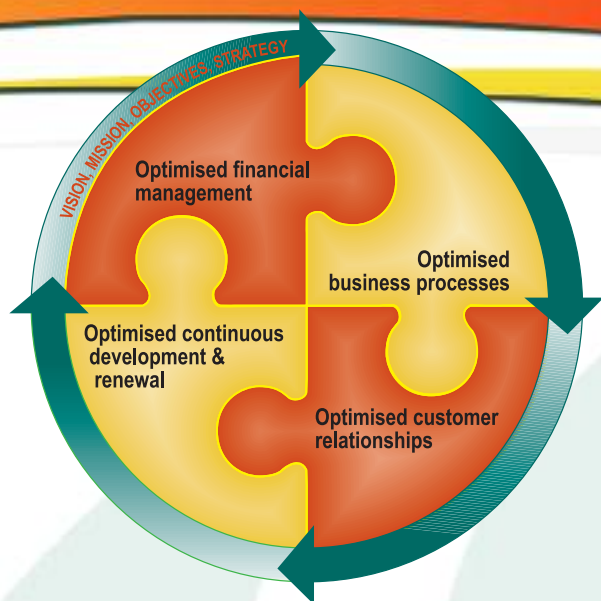
# Advice, strategies & tools to optimise business innovation, productivity & performance

in a challenging world



**Forté** MANAGEMENT  
business & economic development advisors

# Strategies and tools to ensure you optimise your business's innovation, productivity & performance



PRODUCTIVITY ... INNOVATION

## Creating & harvesting maximum value for your business ...

*Forté Management* helps our clients prosper by integrating, balancing and optimising:

- customer & stakeholder relations,
- renewal, development & innovation,
- financial management, and
- business systems & processes

Kiwis have a particular way of doing business. We're creative, honest and fair. Yet many, without realising it, let a surprising amount of value slip through their fingers. *Forté management's* strategies and tools focus on helping you capture and harvest that elusive lost value by understanding the Kiwi psyche and how that is different from our customers. Through carefully researched and designed analysis, planning and implementation, *Forté management's* approach focuses around the three areas that offer the most opportunity for Kiwi businesses to create and harvest extra value – and at the same time are neglected by most businesses and advisors.

This doesn't mean working longer and harder. Despite all the myths about beaches, baches and BMWs – Kiwi business people already work long and hard. Amongst the longest in the industrialized world. We have to – it takes longer to create a dollar of value in New Zealand than

in many other countries. Half as long again as for our Aussie cousins. There's no lifestyle advantage in that!

We work with our clients to ensure alignment of their *supplier value proposition offer*<sup>®</sup> with the *customer's value proposition demand*<sup>®</sup> – at a much deeper level of understanding than other approaches provide. We work with you to make sure that your distribution channels harvest the most value possible for you rather than just “shifting” your products. That reduces the “distance” between you and the people that actually use your products and service – so you can manage your brand more effectively – and benefit from “consumer led innovation” – the most powerful and valuable innovation tool available to you! Finally we will work with you to uncover and capture the value that lays hidden within your intellectual assets – 80% of firm value according to *Standard and Poors* and *Intellectual Assets Magazine*. Value that never appears on your balance sheet, rarely in management plans, and hardly ever in your bank account.



**Forté Management adds value to your business by working with you to ensure every part of your business is optimised so you create and harvest the maximum available value.**

**Forté Management's unique suite of strategies & tools, based on their expertise in national culture, innovation and intellectual assets management, provide you with new insights to creating & harvesting value for your business. We work with you to gather & analyse the facts, opinions & perceptions, identify your business's capabilities, strengths & weaknesses & true competitive advantages, then develop & implement your strategies to -**

- Increase the returns on your marketing and sales efforts
  - Speed new product development and increase the value created
  - Increase your staff performance
  - Liberate your business's "hidden" value

**MANAGEMENT, VALUE PROPOSITION ALIGNMENT, INTELLECTUAL ASSET MANAGEMENT...**

## The strategies and tools

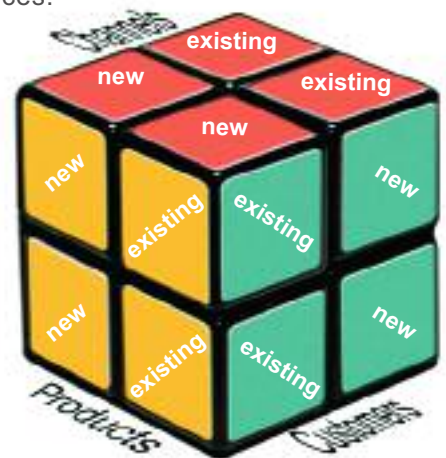
When you apply *Forté Management's* suite of strategies and tools you will discover new insights to creating and harvesting value through exploiting all four of the innovation avenues - product, process, customer and channel resulting in a matrix of new and existing products and services to new and existing customers via new and existing channels. You will be able to create and harvest more value by -

- Understanding better your *supplier value proposition offer* and how that can be aligned with the *customer value proposition demand* for maximum return.
- Immunising the firm and its staff against the Tall Poppy Syndrome to optimise your R&D, customer relations and staff performance.
  - Focusing on long-term customer relationships, and owning or managing your branding and distribution channels.
  - Deriving new value from your innovation processes.
  - Developing & managing your firm's intellectual assets.

### Harvesting the value in the Intellectual Assets

Intellectual assets are all the knowledge, production and quality systems, designs and the like, whether registered or not, that are used to transform physical and financial capital into products and services.

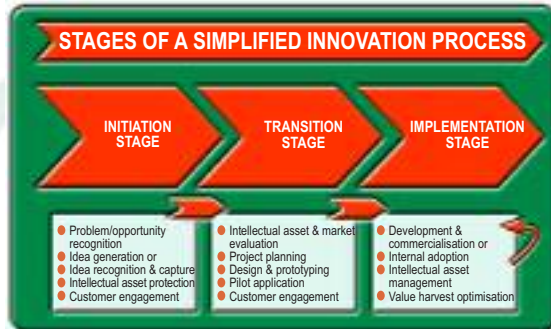
*Forté Management* helps firms identify their intellectual assets, analyse their importance, their resilience in the face of compromise or loss, their development potential, protection options, and then develop and implement the intellectual assets strategy.



**For more about culture, innovation and intellectual assets management please see: [www.forte-management.co.nz](http://www.forte-management.co.nz) or call Tony Smale on +64 274 967 821**

## Solving the innovation & productivity puzzle

Kiwis are known for their inventiveness and that should make us a prosperous nation with highly profitable businesses. That we struggle just to stand still is a puzzle to policy makers and business people alike. *Forté Management's* research and practical experience in business, management and economic development provides important solutions to that puzzle.



The first step is recognising that the innovation process has two important stages with a transition hurdle between the two. The second is that national culture influences how people from different nations relate to the two stages. Being good at one doesn't necessarily make people good at the other. The two stages require different thinking, behaviour, resources and institutions. And that is very much the case for Kiwis. We are much more motivated and excited by the initiation stage than by the implementation stage. That's neither good nor bad – provided we play to our strengths. And helping firms recognise their strengths and their opportunities and exploiting those is the service that *Forté Management* provides to your firm.

## Forté Management's team



Tony Smale  
Consultant and  
Director



Helen Smale  
Training & Development  
Director

Tony and Helen provide quality, insightful advice. Tony draws on over 30 years business management, economic development and consulting experience across health, science and private business, complemented by professional development and qualifications including his *Master of Business Administration Degree*. He is an accredited economic development professional. His specialist areas are productivity, national culture, innovation and intellectual asset management.

In addition to her *Diploma in Training and Development*, Helen has a wealth of professional qualifications and experience. She is a qualified audiometrist and life insurance officer, has managed a diary factory quality, is an accredited laboratory auditor and Unit Standard Assessor. She led the development and implementation of the mussel industry's first NZQA registered qualifications. Since 1997 Helen has managed the world's leading marine farming industry water quality assurance programme and has led the development of a suite of world first innovations.

For more details on the *Forté Management* team and their trusted associates please see: [www.forte-management.co.nz/about.aspx](http://www.forte-management.co.nz/about.aspx).

### Forté Management

A service of

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**Forté Management - solving businesses' innovation, productivity & performance puzzles**