



business & economic  
development advisors

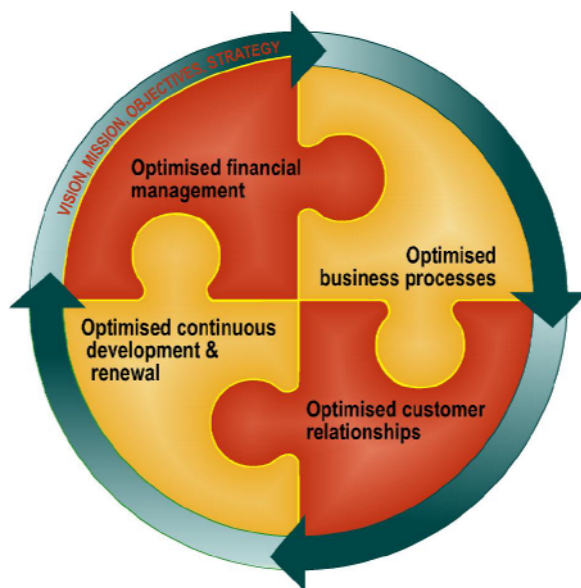
A service of  
Forte Business Group Ltd  
73b Maxwell Road  
Blenheim 7201  
Marlborough  
New Zealand  
☎ +64 274 967 821  
Skype: tonysmale  
tony@forte-management.co.nz  
helen@forte-management.co.nz  
www.forte-management.co.nz

## Performance

---

**Performance takes many different forms depending on the firm's goals. Innovation is the key driver of competitive advantage, growth, and profitability. Innovation is linked to firm performance and growth through improvements in efficiency, productivity, quality, competitive positioning and new product/service and process development. Organisations that do not innovate effectively are at great risk of falling victim to those that do.**

**Business performance management (BPM)** involves monitoring and managing an organisation's performance, according to key performance indicators (KPIs). [See [http://en.wikipedia.org/wiki/Key\\_performance\\_indicators](http://en.wikipedia.org/wiki/Key_performance_indicators)]. Components of BPM include all the practices, technologies, methodologies and metrics used to gather, make sense of, and apply performance information.



How all these metrics are organised and made sense of is possibly the most important element. *Forté Management* uses a systems approach to performance optimisation. To optimise the businesses performance all the parts must be in alignment. First in alignment with the firm's core values, mission, objectives and strategy. Then in alignment with each other. That means looking at the business in a different way. Instead of structures it requires looking at the relationships or interconnections between the parts "hard" and "soft" - focusing on how the business works rather than just what it is. This is based on recognising that all of the parts of the business, "soft" and "hard", have to be working in perfect unison and the optimised whole is greater than the sum of the optimised parts. *Forté Management's* systematic *Four Part Optimisation Model* is the platform for a comprehensive business analysis (You can't figure out how to get to where you want to go if you don't know where you are starting from). The analysis then forms the foundation for strategic planning and development.

*Forté management* analyses the business and recommends strategy built around the four elements shown in the diagram. Innovation plays a key role. In a changing environment businesses have to continuously reinvent themselves as well as develop new products and services. That is the process of strategic innovation [http://www.forte-management.co.nz/resources/40-Forte\\_web\\_paper\\_Strategic\\_Innovation.pdf.ashx](http://www.forte-management.co.nz/resources/40-Forte_web_paper_Strategic_Innovation.pdf.ashx)

Forté management  
August 2010