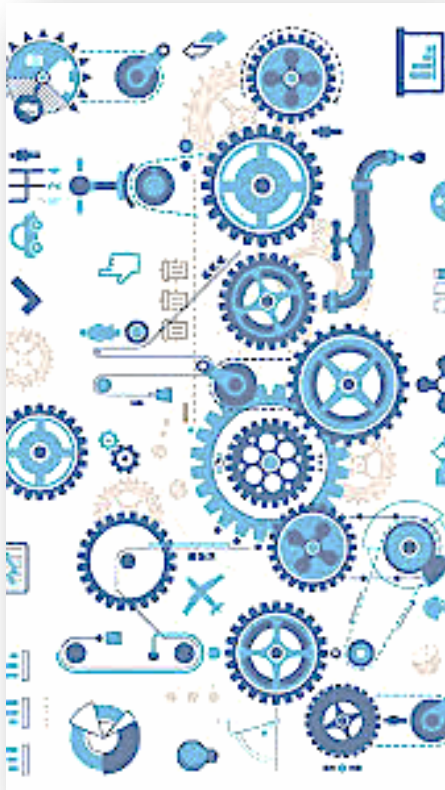


Virtual Value Stream Mapping

Value stream mapping leads to either a somewhat improved current state OR a transformation. The difference is in the way you envision and *plan* for the future.



Macresco enables big picture thinking around business and customer value by looking beyond process metrics to consider:

- The structural, cultural and behavioral origins of performance pain
- The implications of process improvement on business performance.
- What prevents buy in and how to get it

The VVSM Model:

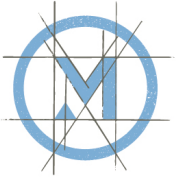
DRIVE BUSINESS VALUE

- **A More Meaningful Future State**
- **Better Stakeholder Engagement**
- **Data Driven Approach To Sustainability**



VIRTUAL PLATFORM

- **Broader reach**
- **Time & space to innovate**
- **Centralized documentation & tools**



VVSM: Mapping the Path to Competitive Advantage

To arrive at the level of change that achieves an advantage, Macresco goes beyond the tactical purview of process to consider the impact process change will have on strategic business goals.

A More Meaningful Future State

Meaningful improvement requires an unflinching and unbiased view of the current state.

Our systematic approach to identifying and vetting process issues identifies *and addresses* the multiple origins of performance pain:

- Behavioral / Cultural Conflict
- Structural / Governance
- Communication
- Procedural
- Technical Capability

Better Stakeholder Engagement

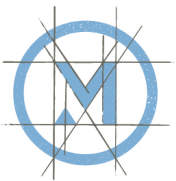
Change hinges on buy-in but not just of the future state. Macresco's VSM effort prepares participants for the challenge of change by:

- Incorporating change management thinking on bias, conflict and the organizational dynamic
- Tracking against the motivations and challenges of various stakeholder groups
- Early and frequent socialization of BOTH the current and future state to create the alignment necessary for adoption

Data Driven Approach To Sustainability

Our data driven approach to the justification, prioritization and implementation of process changes is key to sustainability.

- Normalized difficulty vs impact scoring eliminates the arbitrary scoring that creates conflict and ambiguity
- Grouping documented issues by affinity reveals areas of focus and potential patterns in the origins of those issues useful in socialization and implementation planning
- Project A3's feature: detailed problem statement, root cause analysis and plan for improvement



From Vision To Reality

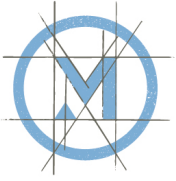
The VSM process will equip your organization with a renewed understanding of how best to deliver value and an action plan to deliver the results you aspire to. The last hurdle between your organization and its potential is the timely and focused execution of that plan.



IMPLEMENTATION SUPPORT TO GET YOU THERE - FASTER

Not surprisingly, a lot of organizations lose momentum here – particularly once they start to face challenges. Creating a plan outside of the confines of the day to day is one thing, finding the time – *especially in this environment* – to identify, address and develop the capabilities, organizational structures, processes and tools necessary to achieve your goals is another.

That's where we come in. Macresco can support implementation to the degree needed - by day, by project or by department. Our goal is to enable you to realize performance gains as soon as possible.



Implementation Support

The VSM process surfaces needs that the organization may not have the capability or capacity to address independently or as swiftly as would be beneficial. Below are some of the ways Macresco enables clients in this scenario to continue to drive progress.

Strategic Alignment

- Translating goals into action plans at the departmental and product / service level so that all employees understand how best to create value
- Evaluate initiatives / sales opportunities according to alignment with goals and potential impact
- Operating Model Development
Development of new structures, processes and tools in support of your goals

Supporting Strategic Initiatives

- Stewarding, managing or filling capability gaps that impede progress with key initiatives
- Operational transformation support via:
 - Process Optimization
 - Service Operations
 - Manufacturing strategy
 - Purchasing and Supply Chain Management
 - Offshoring / Re-shoring
 - Lean / Six Sigma planning
 - Kaizen implementation
- Change Management Support
 - Preparing the employee population for change
 - Communication planning

Capability Building

- Leadership Development
- Conflict Resolution
- Continuous Improvement
- Apprentice development
- Capability assessment
- Hands on training (during project execution) supporting progress and addressing skill gap.