

WELCOME TO THE WORLD OF

“HOW TO”:

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Suzanne Ravenall, Executive Chairman, The Effectiveness Company

A worldwide problem we are facing today is that there are no step-by-step processes on how to do or change things, to answer simple business and individual problems. Suzanne Ravenall, Executive Chairman of The Effectiveness Company and founder of The Execution Box says that managers and executives

are more than competent when it comes to planning, innovating and creating great ideas, but often lag when it comes to putting the plan into action. The Execution Box will change all this.

What makes Execution Box so unique? Search the Internet today for answers to business problems and the main results you will get are best practices, theory and lots of intelligent ideas on how to solve your problem. There are no Internet sites or tools that will give you a step-by-step ‘how to fix your problem’. A process that anyone can pick up and, if applied to the letter, will give you the desired results.

There is no Internet site, no marketing or business specialist and no book that will give you a step-by-step guide on the action steps you need to take to transform yourself or your business.

It is a known fact today that 98% of the marketplace is inundated with staff who have good managerial and technical skills, but are unable to implement them successfully.

A convergence of two industry surveys, one conducted by Wharton University with the assistance of Gartner and the other conducted by Wharton University, called “gain a clear understanding of challenges faced by managers as they make decisions and take actions to execute their company’s strategy to gain competitive advantage.”

These surveys involved interviewing over 200 managers and 1 000 individuals on the Gartner E-Panel database, which revealed that individuals could not practise their skills because they did not have the guidelines or a model “to guide strategy-execution efforts.” It stands to reason, based on the above short survey, that there is a dire need in the market for a “how to” guide.

What is The Execution Box’s solution to this problem?

This valuable mine of information, toolkits and technology is provided through a single interface in

the form of our social website – The eBox Community. The eBox Community is destined to be the one and only stop a person needs to explore and find the answers, all detailed in step-by-step, *how to* processes which, if followed to the letter, will not only answer questions, but will also provide the knowledge required to implement success.

Over a 12-year period, the company studied global markets, business performance indicators, best practice guidelines and a myriad of articles, White Papers and knowledge bases, continually learning and changing the toolkits to meet its objective of being successful in business transformation. The toolkits underwent rigorous testing to determine what worked well and what did not, in order to adapt the *how to* until the results satisfied both the client and The Execution Box team.

Our Customer Relationship Management: Field Services solution, for example, provides a step-by-step *how to* that assists organisations in optimising staff to produce sustainable business transformation in field service execution. Through the creation of our *how to* and supporting technology, businesses and individuals alike are able to implement a proven success plan. We have taken many years of refinement, analysis, and management methodologies and packaged this learning into a “*how to*” that can be unwrapped in any environment, any industry, any sector and by any person, regardless of their qualification.

The key to our development life cycle was to build *how to* tools that were generic and scalable. In other words, our tools could be used in any environment, any industry, in any country and by any person, regardless of qualification.

Based on a standard business model of top 10%, average 80% and bottom top%, we wanted to answer the crucial question as to whether the 80% could be as good as the top 10%. After much research and making many discoveries, we found the answer was yes! One key discovery was the fact that the 80% lacked the *how to* needed to do the job. So, by carefully capturing the wisdom of the top 10%, The Execution Box provides *how to* solutions designed from scratch for various organisations or provides via its internal social media technology (to be launched this year).

Continuing our vision of building the capability and ability in people to do their jobs much better, The Execution Box will go on to deliver e-Learning and mobile learning solutions to the mass public. Our mobile and e-Learning initiative does not in-

tend touching only the working class, but wants to uplift all levels of society, providing equal opportunities for all.

Imagine being a learner in an outer-lying area, unable to attend school and now being able to access this level of qualification via a cell phone. Or receiving a ticket via your cell phone for your bus journey to attend an examination session. Imagine the information and know how that could be provided (step-by-step) on HIV. The list of opportunities remains endless.

What are the benefits?

It's easy to say that the benefits are endless, because they are. Let's take a look at a simple economic example:

If we could take one individual off the street, give him the ‘know how’ and ‘how to’ to transform his life, teach him how to read, write and learn a skill – we have changed the life of an individual, and the lives of his family and friends. He then becomes a tax-paying citizen; thereby increasing government's funding to improve the lives of its citizens.

We then take that individual and teach him the ‘how to’ of running a business successfully – developing a strategic objective and adding detailed steps to accomplish his vision. He is now empowered to teach others how to transform their lives, thereby influencing the greater community.

In a nutshell, here are some benefits of our ‘how to’:

- ▶ Our tools provide the content and technology to deliver sustainable individual and business transformation.
- ▶ Our eBox Community provides the knowledge required for change enablement. The eBox Community provides a wealth of information on the world of *how to*.
- ▶ The eBox Community provides one entry point – and one entry point only – required for any person looking for essential information to make a decision and implement the required change.
- ▶ The greatest benefit of all, though, is the success and enrichment created by giving individuals a sense of high worth, whether they are contributing to the eBox Community or learning how to improve their skills. □

For more information contact The Effectiveness Company on 011 466 5038 or visit www.effectivenesscompany.com.