

**CMP Associates**  
Management Consultants

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# CMP Associates:

## Opportunity . . .

No matter how successful, every company has opportunities to perform better, to achieve even more. Can any company afford to wait until competition is on its doorstep or performance problems become the central focus for management? There are always ways to save time or cost, to produce higher quality with existing resources or build customer loyalty through better service and by responding to customer feedback . . . particularly in HEALTHY companies.

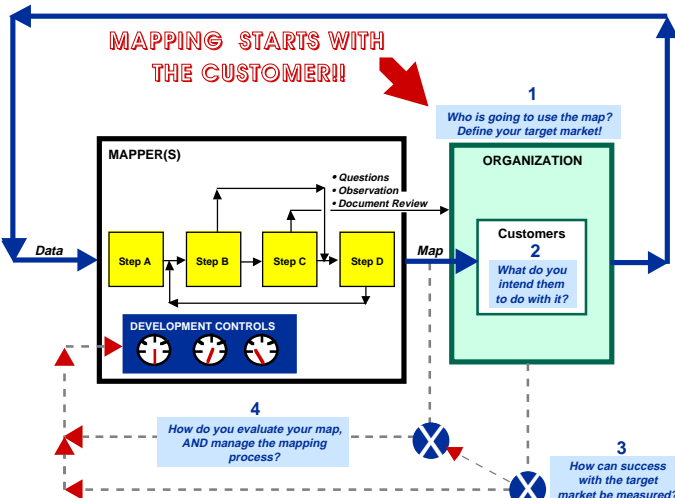
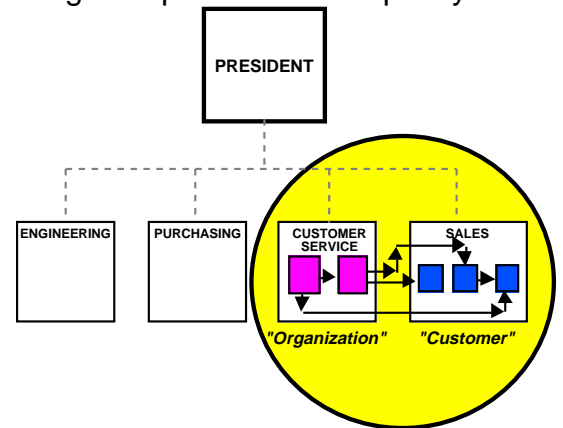
Gaining the competitive edge, and contributing true value-added on the part of management means looking for opportunities and finding ways to perform beyond just good.

## What do we do?

CMP Associates is a management consulting firm specializing in the analysis and custom design of improvement strategies for business. The important word here is analysis. We are **NOT OFFERING** an answer in search of a question or an off-the-shelf solution like a training session in interpersonal skills or communication. Before implementing any solution, you first need to ask yourself what changes or performance impact you will measure and how that relates back to the solution?

The typical organization chart drives objectives and management but it also may obscure the way the company actually works and key business processes that cut across functional lines. By mapping the internal customer-supplier relationships within a company and, then, defining critical processes, we can identify or clarify valuable opportunities for improvement.

What better way to cause employees to interact like a real team than to get a cross-functional group of them to work on improving a critical process. We **ARE OFFERING** proven ability to identify opportunities for improvement and to custom-design solutions such as: Performance-based learning systems, Management procedures and tools (job aids), Job definition/description, Performance-based appraisal, and Career path articulation.



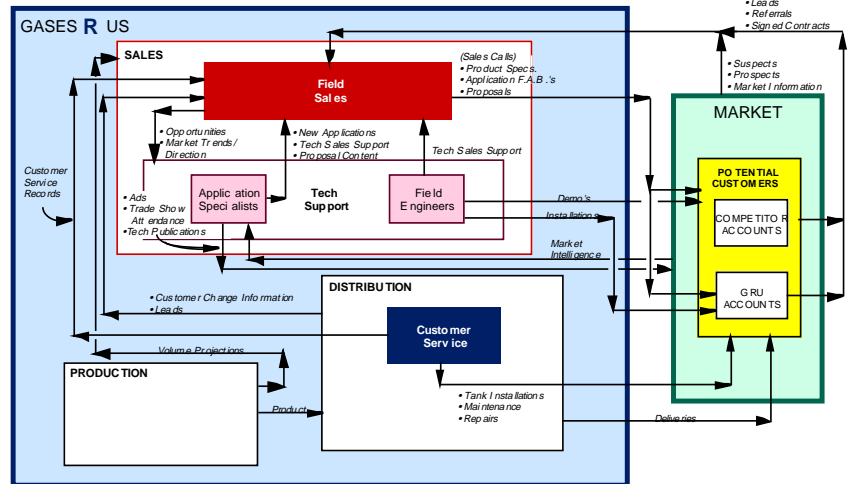
*Follow me through our new organization map for a view of the company that I think you will find quite illuminating!!*



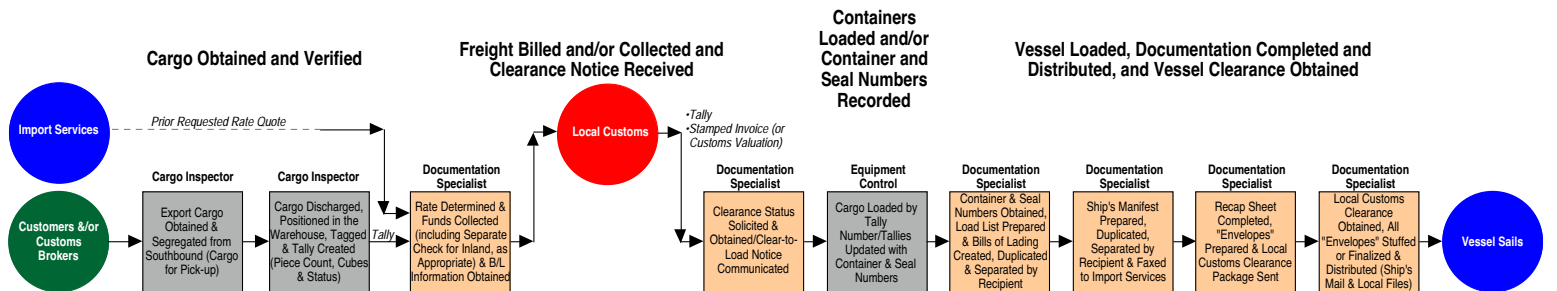
## Organization Mapping

Three (3) very fundamental concepts differentiate our approach. They are conspicuously missing from Total Quality Management (TQM) and Business Process Re-engineering (BPR). These concepts make our approach effective while hindering those who fail to apply them. They are:

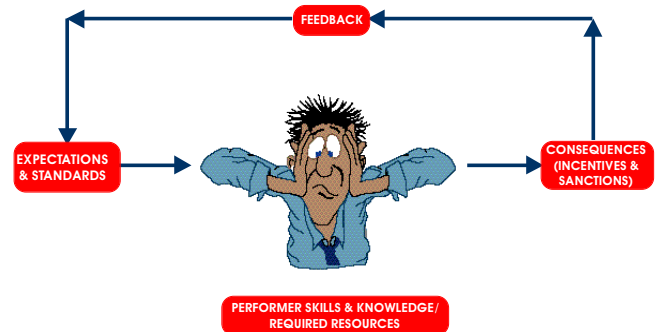
**1. Start with the macro/context and relationship view of an organization versus process specification.**



**2. Specify process (linked to valuable organization outcomes/results) as a sequence of accomplishments versus behaviors or just “stuff.”**



**3. Use the “human performance system” to ensure that all performance requirements are linked back to organizationally desirable goals and that performers are properly supported.**



**Clients include organizations such as:** *Advanta Mortgage Corp., USA, Aircro Industrial Gases, a division of British Oxygen, ABB, Eastern and Southeast Asia, Associates Financial Services, Bell Communications Research, College Craft Painters, Con Edison, Exxon International Company (Tanker Department), General Telephone of the South, Glaxo Inc., Indiana Bell Telephone, National Vision Associates, LTD., SeaLand (Long Beach Terminal), The Sherwin-Williams Company, Tropical Shipping, Xport (Port Authority of NY and NJ Trading Company)*

**Publications include:** Book -- **Picture This . . . Your Function, Your Company . . .** (\$13) Articles -- “Achieving Business and Team Building Objectives Through a Single Program,” “Building a Sales Management System,” “Picture This, The Sequel,” “ROI: What Should Training Take Credit For?” “The Use of a Full Scope Simulator in the Learning System for a Czechoslovakian Nuclear Power Plant,” “Why TQM and BPR Don’t Work” (No charge for single copies.)

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