

assetclarity

helping you to make great decisions

"It is only in our
decisions
that we are important."

Jean Paul Sartre

your need

You need your business to consistently make great decisions in all areas of the enterprise.

Ensuring great decisions in a complex world is not easy.

Clarity of current status, direction and vision is essential...

... and that's where we can help.

"Long range planning does not deal in
future decisions
but with the future of
present
decisions." *Peter Drucker*

what we do

The Asset Clarity workshop is a fast track methodology designed to be used across your entire business or individual elements of your business.

It will

- fully illustrate your current position and future potential
- expose any failures or potential failures
- fully optimise your clarity of direction and vision

Asset Clarity will deliver the foundation for you and your team to make great decisions.

the process

- 1 We will help you de-construct your business into raw components and group them under our simple key business headings.
- 2 You will then decide whether each component under each heading is, or is not, a crucial asset.
- 3 We can then, together, reconstruct the proposition and plot the required migration detailing required steps and the potential timetable.

We give you clarity on where you are now and where you should be going.

" It doesn't matter which side of the fence you get off. What matters most is

getting off.

You cannot make **progress** without making **decisions.**"

Jim Rohn

the outcome

We achieve this with our proven workshop methodology and world-class facilitators.

Day One will deliver an accurate picture of your current status.

Day Two, if required, will deliver a blueprint for future potential.

Day One

1a HEALTH-CHECK

- *current state of your business or part of your business*
- *main cost drivers*
- *main revenue drivers*
- *under-performing components*

1b POTENTIAL

- *position within the current marketplace*
- *elements of growth*
- *key inhibitors*

Day Two

2 POSITIONING

- *growth plan*
 - *new channels*
 - *new products/services*
 - *existing channel growth*

how we work

We investigate your sector prior to the workshop and then deliver the results to ensure all your key people buy in to the plan and take ownership to make it happen.

We passionately believe that if you are not part of the process then you and your team will not take ownership of the challenge.

It is vital that your key people are involved to ensure full optimisation of the results.

"Give people enough
guidance
to make the right
decisions."

Jimmy Johnson

your choice

You now have enough clarity to drive the plan yourself, safe in the knowledge that your team is with you.

Alternatively we have our very own accredited network of suppliers and consultants to help you put the plan into action which usually applies if you have crucial internal assets missing.

If you would like to learn more about Asset Clarity please visit our website www.yellowyoyo.co.uk, call 01525 229177 or email bryan@yellowyoyo.co.uk.

what our clients say

"The radical change within Argos would have taken much longer without the benefits gleaned from adopting the Asset Clarity process."

PAULA VENNELLS - MARKETING DIRECTOR, ARGOS

"Asset Clarity is a great way of quickly getting clarity on the way forward and bringing diverse areas of the enterprise together."

STEVE ROBSON - CTO, GENERAL MOTORS - GLOBAL LEASING

"The great decision we made was to use Asset Clarity. It gave us clarity of direction and growth."

ROBERT SCHRIMPF - MANAGING DIRECTOR, NETXTRA

assetclarity®

FROM OPTIMUM BRAND IMPACT

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