



**"The way we see the  
problem... is the problem."**

**Stephen R. Covey**

**"The significant problems we face cannot be solved  
at the same level of thinking that created them."**

**Albert Einstein**

**Wise executives know that tough problems are only solved when two things  
happen:**

- 1. Managers take a new, objective look so they "see" it with a new focus and perspective.**
- 2. The knowledge and attitudes, that allowed the problem to occur, change in ways that discover and address the root causes.**

**New Results = New Knowledge X New Results**

**New knowledge about your problems, their costs, causes, and drivers will lead you  
and your managers to quickly implement new permanent solutions.**

**AIM-Activity Information Modeling solves the toughest problems because:**

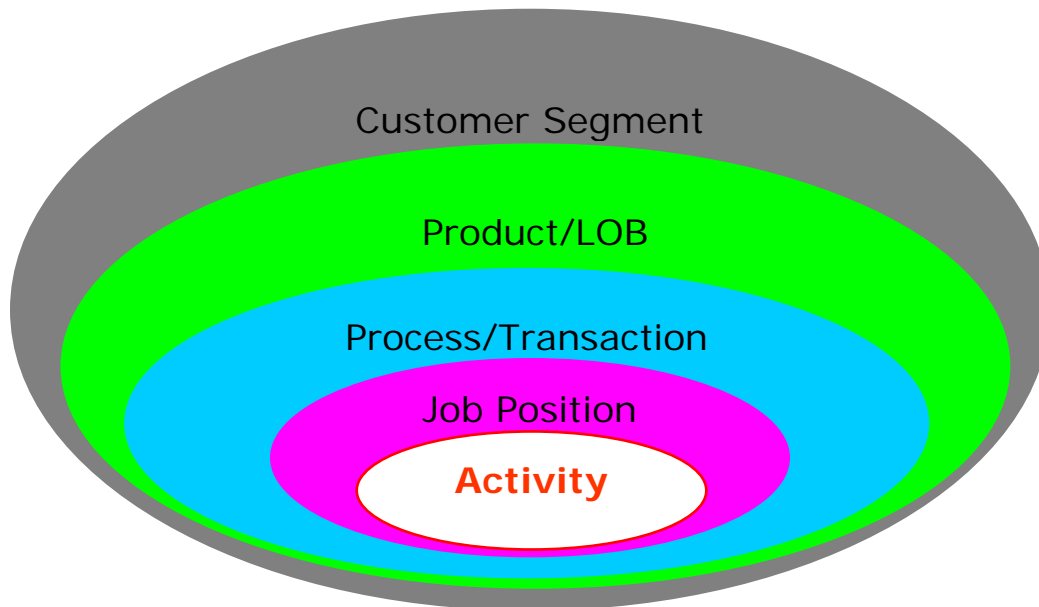
- 1. It delivers new information that helps you see the problem differently  
and understand it better.**
- 2. It leads managers to make new decisions with a new level of thinking.**

AIM gives you new information about your operation, products, employees and customers. With AIM you know exactly where your opportunities are to cut your costs, improve productivity, utilize all capacity, and improve your service value. AIM makes you smarter than you have ever been before.



**AIM is built on the activity, the  
core of all organizational endeavor.**

**AIM captures the activity when it's occurring, and surrounds the data record with the other pertinent information you need, such as" Who is doing it, Why are they doing it, What product is it for and Which customer is it for?**



**Any information that you want can be collected, organized, analyzed and modeled so you will make the best decisions. There is no performance dimension that AIM can not deliver.**



## **AIM Rudiments & Concepts**

**The person who does the work understands it best. AIM captures its information from your staff employees, the experts who understand all of its nuances and complexities.**

**Memory is unreliable and becomes altered by personal preference and opinion. AIM captures data from people at the moment it occurs. Nothing is ever remembered.**

**Managers need the whole picture to make accurate assessments and plans. AIM delivers data that has been collected from everyone over the entire work day.**

**Accurate data analysis requires large amounts of data. Typical AIM projects deliver more than 100,000 data points. Large organizations, such as Citibank and Zurich Insurance will assemble databases that exceed 500,000 data points in a few weeks. The confidence factors exceed 99.9 and decisions about costs and labor hours are extremely accurate.**

**AIM creates and delivers statistical models, the most powerful yet easily used management tools available.**

**AIM data is secure and tamper proof.**

**AIM is a discovery tool. It discovers what is really occurring and why. Traditional performance management tools and activity based costing fail because they do not discover the causes of poor performance and only treat the symptoms.**



**Activity Information Modeling makes you smarter and more effective.**

AIM gives you *the causes and drivers* of your performance. You will thoroughly understand both the macro and the micro aspects of your business. You'll know product and customer profitability while also seeing every task that is conducted for your products and customers. This is powerful information because you will be able to pinpoint the few, most significant causes of your problems.

**Activity Information Modeling delivers scenario planning models.**

**You can play the best "what if" you have ever imagined.**

- ✔ **Discover and understand new causes of your performance**
- ✔ **Develop solutions to your toughest problems**
- ✔ **Precisely predict cost, productivity, and service quality improvements**
- ✔ **Quickly see new results**

**The AIM-Activity Information Modeling Project Plan**

We work with you to carefully design the goals and scope of an AIM-Activity Information Modeling project. We do not proceed unless we can guarantee to your satisfaction that the reports, models and other documents will achieve the new results you want.

Our systems collect the data from your employees. Data collection spans 5 to 25 days. Employees love AIM because it gives them an easy but effective vehicle to detail the real problems they deal with everyday.

Your reports, graphs and models are delivered within days of your data collection. We carefully take your managers through their reports and models. We make sure that they know what new information they have and how to best use it.

Your managers will prepare new plans with specific changes. They know the precise performance improvements that these changes will achieve. We coach your managers if they need help preparing action plans from their AIM reports.



## **AIM information is used by many groups**

- Operations reduces costs and improves quality. They use their predictive models to plan the precise staffing changes as product volume changes.
- IT uses the process and activity models to identify and analyze those processes that will be most impacted by system changes... and the actual ROI of IT expenditures.
- HR uses the staffing models for more effective recruiting and career pathing.
- Marketing uses the product models for product and customer profitability analysis. Using AIM for marketing strategy information guarantees that they won't promote those products that lose money.
- The CFO uses the the AIM models to precisely allocate shared expense on a consumption basis rather than the revenue or head count allocation.
- The CEO uses the results of AIM to demonstrate to the board that he and his managers are achieving their goals, quickly and economically.

## **We hate averages... but we're proud of these.**

- **Our average client gets a 16 to 1 first year return on their AIM project.**
- **The average AIM project costs 18,200.**
- **The average 5 year ROI exceeds 100 to 1! AIM is always rated as the highest ROI project of the year by our clients CFOs.**

## **What are your worst problems costing you?**

**Are you in a circular pattern of applying the same "solutions" and expecting new results?**

**Why not solve them... quickly, permanently and for little cost?**

**AIM proves itself everyday in operations just like yours.**

**We offer a no-cost way to discover if AIM will help you.**

**Please learn about our 5 day No-Cost Evaluation.**