

# CMS360 PROGRAM OVERVIEW



[www.cms360.org](http://www.cms360.org)

## CMS360 Program Overview

**Purpose of Document:** This is a short overview of CMS360, a program designed to enable startups, scaleups, mid-market and enterprise clients to launch products successfully, establish scaled up businesses, and drive enterprise innovation and efficiency.

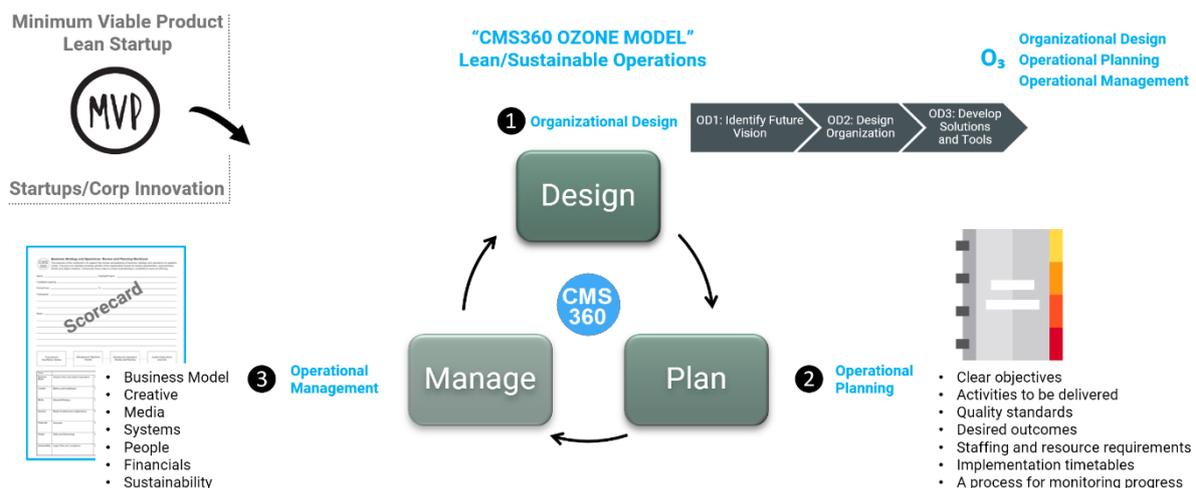
**Intended Audience:** The program is for leaders, managers, entrepreneurs and advisers that intend to or are engaged with launching a product or driving innovation. No project is too small and none too large to benefit.

**Background:** The program is derived from a combination of: (i) industry best practices for strategy and change, (ii) direct experience of launching and scaling new digital services and physical products in the market, and (iii) direct experience of driving change within complex organizations.

**Naming:** The program was named CMS360 due to the 3 core tracks of Creative, Media, and Systems and the notion of performing 360 degree review and planning in a consistent manner.

**Differentiation:** CMS360 is a practical method suitable for novices and experts alike, based on the principles of lean and iterative approaches. It is also a digital-first program. This differentiates it from other management practices.

## Ozone Model “Cycle of Success”



**Cycle of Success:** Planning is a vital part of success for a product launch or driving innovation. CMS360 focuses on a cycle of “Design, Plan, Manage” with each iteration taking 3-12 months. Specifically: Organizational Design, Operational Planning and Operational Management. Due to the 3 O’s we named it The Ozone Model.

**Organizational Design:** There are 3 stages of design: OD1 (Identify Future Vision), OD2 (Design Organization) and OD3 (Develop Solutions and Tools). For a new product being designed, this can be done in a ‘light-touch’ approach but is still recommended in order to ensure relevance of an MVP (Minimum Viable Product) even if using Lean Startup methodologies. The design phase facilitates the inclusion of strategic best practices for all business processes.

**Operational Planning:** Typically a 6-12 month plan with a 90 day detailed action plan. This takes the Organizational Design and lays out a clear plan of attack with which to drive and monitor progress. The planning phase identifies tactical plans linked to strategies previously identified.

**Operational Management:** To ensure all business aspects are addressed at the Operational Planning stage and for ongoing month-to-month management, CMS360 incorporates a management review workbook that identifies 7 core themes and 21 topics. It is recommended that the status of each theme is evaluated regularly against certain benchmarks. The workbook also encourages the review of KPI’s (key Performance Indicators) and OKR’s (Objective Key Results) or MBO’s (Management Objectives) in addition to Continuous Improvement initiatives.

## Benefits

CMS360 has been designed to reduce the risks associated with launching new products in the marketplace and driving innovation. The Ozone Model Cycle of Success provides a structured way for teams to proceed.

It is easier to see what can happen without a structured approach from the following list of common scenarios that exists in the marketplace today:

- Market development is delayed giving preference to product development
- MVP's do not address all stakeholder values and competitive positioning
- Products are launched too early without a tactical plan
- Excessive time is spent on learning by doing rather than execution
- Skills required are not developed or recruited at the right time
- Budgets are under-estimated and cause shortcuts to be taken
- A culture of a reactive versus proactive management style is established
- Growth continues without capacity considerations
- Team burns out due to the endless attention to growth without planned reorganization
- Business meanders and unprofitability sets in due to increasing unplanned non-value added work
- Quality suffers without a process to ensure problems do not repeat
- Shiny object syndrome exists rather than identifying needs and then selecting tools
- Innovation is implemented as incremental change rather than redesigning the business
- Competitors creep in with a better business model or operational efficiency
- Overall failure or exit of the business due to misaligned management and stakeholders.

The list is endless and for this reason the CMS360 program exists to mitigate such risks. Large corporates have utilised top consulting firms for decades but two trends have now emerged: (i) the large number of early stage companies seeking to create new, global and localised offers, and (ii) the requirement for large enterprises to distribute a significant degree of the responsibility for innovation to their global entities.

## Next Steps

This Program Overview provides the reader with a general understanding of our program and recommended approach to business planning. Whether you choose to use the CMS360 program or utilise a different approach, it is highly recommended that you establish a defined cycle of success for your business. Ideally this is at the outset of your project or else before systemic problems start to occur.

The following core products are available to assist you going forward:

- [CMS360 Planning Guide, Workbook and Guide Notes](#) – our core insights and tools to enable your future planning. Specifically this includes a detailed summary of critical business challenges that every leader needs to be aware of; an explanation of the recommended steps for Organizational Design, Operational Planning and Operational Management; our signature CMS360 Workbook PDF; and accompanying notes such as a Business Model creation infographic.
- [CMS360 Core Online Program](#) with 12 months of support – includes: instructional notes and videos to facilitate your understanding of how to create your own Ozone Model and process; periodic best practice recommendations; support from trained experts able to guide you and review your deliverables; and a range of other services designed to assist your business development including access to funding clubs, recommended tools, and access to independent business experts.
- [CMS360 Coaching, Consulting and Training](#) – includes a variety of options including: 1:1 and team coaching; mastermind groups; onsite and online consulting, workshops and training.

Your success is our success and it will be an honour to assist you.

Yours sincerely,

Azfar A. Haider, CEO

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