



STATICS Business Growth SystemSM

In a Nutshell

Concept: Find the major thing holding your business back. Eliminate it. Repeat.

STATICS finds bottlenecks in your business and systematically eliminates them.

STATICS is guaranteed. Our solutions work as designed.

STATICS operates using proven business concepts and practices, providing solutions tailored for your business and situation.

Forces outside and inside your business move it off course; they keep you from reaching your potential. Balancing these forces and keeping them in balance stabilizes your business and keeps it growing. Data Guidance Group developed the STATICS BUSINESS GROWTH SYSTEM to help clients balance these forces. STATICS eliminates business bottlenecks that stop growth and choke profit.

- S₁ TRATEGY
- T₁ TOTAL BUSINESS ANALYSIS
- A₁ ACCOUNTABILITY
- T₂ TECHNOLOGY UNDERSTANDING
- I₁ INFORMATION FOCUS
- C₁ CONTINUOUS IMPROVEMENT
- S₂ SOLID EXECUTION

The STATICS Business Growth System helps businesses identify forces, pressures, and bottlenecks that are preventing growth. STATICS goes further than most systems by putting processes in place that assure progress and growth. More than good ideas, STATICS is practical how-to tactics that move your business forward. Read on to learn the simple foundations of STATICS.

S₁strategy

Strategy is the answer to the question, “What are you trying to accomplish?” Before you deal with details, STATICS helps you define strategy and guarantees consistency as you move forward.

T₁total Business Analysis

Marketing, shipping, sales, inventory, production, human resources, order entry, accounting, and more are key to business. Too many systems focus exclusively on one area of the business. The STATICS system helps you consider major factors in each area of the business. By using proven techniques of business analysis, STATICS helps you identify your business bottlenecks.



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A₁ccountability

Establishing accountability within the business is essential to producing real growth. Beginning early in the STATICS process, you identify the people in your business that are responsible for each process, and develop measures that establish clear accountability. By defining success early, you set the foundation for the rest of the STATICS Business Growth System.

T₂echnology Understanding

All types of technology are available for today's business. Cell phones, VOIP telephone systems, CRM, ERP, web sites, social media, and others may have huge impact on your business. But only technology that lifts business limitations makes you money. We help you understand what is available. We find technology that ends bottlenecks and jump-starts growth, and we help you weed out the rest. You invest in only the technology that grows your business.

The STATICS Guarantee

Every step in the STATICS system is guaranteed. Our project management system divides projects into small, logical steps, with our work guaranteed at each step.

Begin a STATICS analysis today. Data Guidance Group will prepare a complete analysis of the most pressing issues (bottlenecks) that you face, and a plan for eliminating them. If you decide not to move forward with the STATICS Business Growth System you may keep the analysis as our gift.

How To Get Started

The STATICS Business Growth System begins with a simple and complimentary meeting. In a few minutes, we can help you find the bottlenecks that are holding your business back.

Based on this meeting, Data Guidance Group will prepare a preliminary report for your business. At the conclusion of STATICS, you have documented strategies, processes, procedures, and measurements that will propel your business forward and meet your growth goals.

Contact us at 901-452-4585 or 877-306-3994 to find out more.

I₁nformation Focus

"Inspect what you expect," is a common business maxim. Without measurement, it is impossible to know whether your business is executing its strategy. Measurement (information) keeps you focused on the activity that grows your business. It ensures that salespeople are selling; operations is producing, ordering, and shipping product; marketing is executing the marketing plan; and information technology is providing the right systems.

C₁ontinuous Improvement

Business is constantly changing. By building a process that assures that inefficiencies will be squeezed out of the business, you prepare your business to grow and prosper. The STATICS foundation guarantees that you have the system in place to improve your business on an ongoing basis. Every day you move toward making tomorrow better than today.

S₂olid Execution

Execution is so critical in business that books are written about it. The **STATICS** system provides a nuts-and-bolts approach to execution and change management that assures that your business moves forward and executes the strategies you define.