



# THE DECISION MATRIX

## CORE FUNCTIONS

SALES & MARKETING  
 PRODUCTION  
 DISTRIBUTION  
 PURCHASING CUSTOMER  
 MGMT

## CORE PROCESSES

ORDER-TO-CASH  
 PURCHASE-TO-PAY  
 PLAN-TO-MAKE  
 IDEA-TO-MARKET

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(1). - Which areas of the company consistently have the most problems? Where are the "Burning Platforms" (if any)?

(2). - Where are the places within the company that currently are losing the most money?

(3). - Where are the areas lagging in performance versus the competition?

(4). - Which business / management / operational processes are the most expensive to operate? And why?

(5). - What am I prevented from doing today, that I must do to stay competitive tomorrow?

(6). - Where are the areas of lowest return versus highest cost?

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(7). - Which areas do I need to repair, replace or upgrade today (via Automation or Technology) to stay competitive tomorrow? How urgent is the need?

(8). - Which areas are operating under capacity or are currently underutilized?

(9). - Where are your major bottlenecks or roadblocks to efficient operation?

Q'S

(10). Are there any activities the organization is currently doing that yield little or no benefit - and if so, can we eliminate them?

