

The Innovation
Collaboration
& Productivity [ICP] Program

TURN A LIABILITY INTO AN ASSET.
TRANSFORM YOUR COMPANY. **CREATE A SYSTEM.**



— WHEN IT COMES TO BUSINESS ADMINISTRATION —
THERE ARE TWO SIDES TO THE COIN.
THE ICP PROGRAM TAKES A TWO-PILLAR APPROACH:



What is the ICP Program?

And how can it help you and your company?



A division of
CFWAGROUP™

The Innovation, Collaboration and Productivity [ICP] Program – is CFWA’s fundamental framework IT & Management program for small businesses



The ICP Program’s Objective

The objective of the ICP Program is to spur a substantial organizational change within small companies that enables them to take on a systematic approach to their profit generation process.

Ultimately, besides of creating an innovative, collaborative, productive, self-sustained, automated, efficient, effective, agile, mindful, consistent, smart, advanced and comfortable work environment that allows companies to grow faster – the systematic approach, instilled by the ICP Program, increases companies’ stability and maximizes their overall value.

The ICP Program aims at resolving operational questions (“how to do?”) – not strategic questions (“what to do?”)¹. For example, it addresses questions such as “how can my company do what it does in a systematic way that creates for me a passive income?” or “how can my company work faster, smarter and more efficiently?”. It does not, however, addresses questions such as “what business opportunities my company should pursue?” or “what should my company do in order to achieve profit superiority over its competitors?”.

How does the ICP Program achieve its objective?

The ICP Program equips companies with innovative, collaborative and productive core management foundations – foundations that are robust, sustainable, balanced, scalable and suitable for the 21st Century.



The management foundations, established by the ICP Program, are created using a two-pillar approach. The first pillar is the discipline of *management* that provides managerial solutions driven by proven and practical management methods, theories and models. The second pillar is the discipline of *Information Technology* that supports and facilitates the managerial work with innovative technologies, methods and processes.



The ICP Program as a Company Value Creator

Many small company owners tend to think that high profits lead to high company value. “My company makes high profits, so it must worth a lot in the eyes of the market!”, they explain to themselves. That belief is fundamentally wrong.

The value of a company is determined not only according to its profits but also according to its stability. Only adoption of a systematic approach to profit generation creates stability for companies, and consequently – creates for them a high company value.

¹ For resolution of this kind of questions – CFWA IT & Management Consulting provides a separate strategic consulting service.

In the next few pages – you can learn about –

- The Ecosystem of the ICP Program (see **Figure 1**).
- The 7 ICP Elements that the ICP Program is consisted of (see **Figure 2**).
- How to build your own customized ICP

Program (see **Figure 3**).


 To get a full in-person explanation about the ICP Program and how it can help you and your company – please feel free to contact one of our ICP consultants.

Figure 1: The Ecosystem of the ICP Program

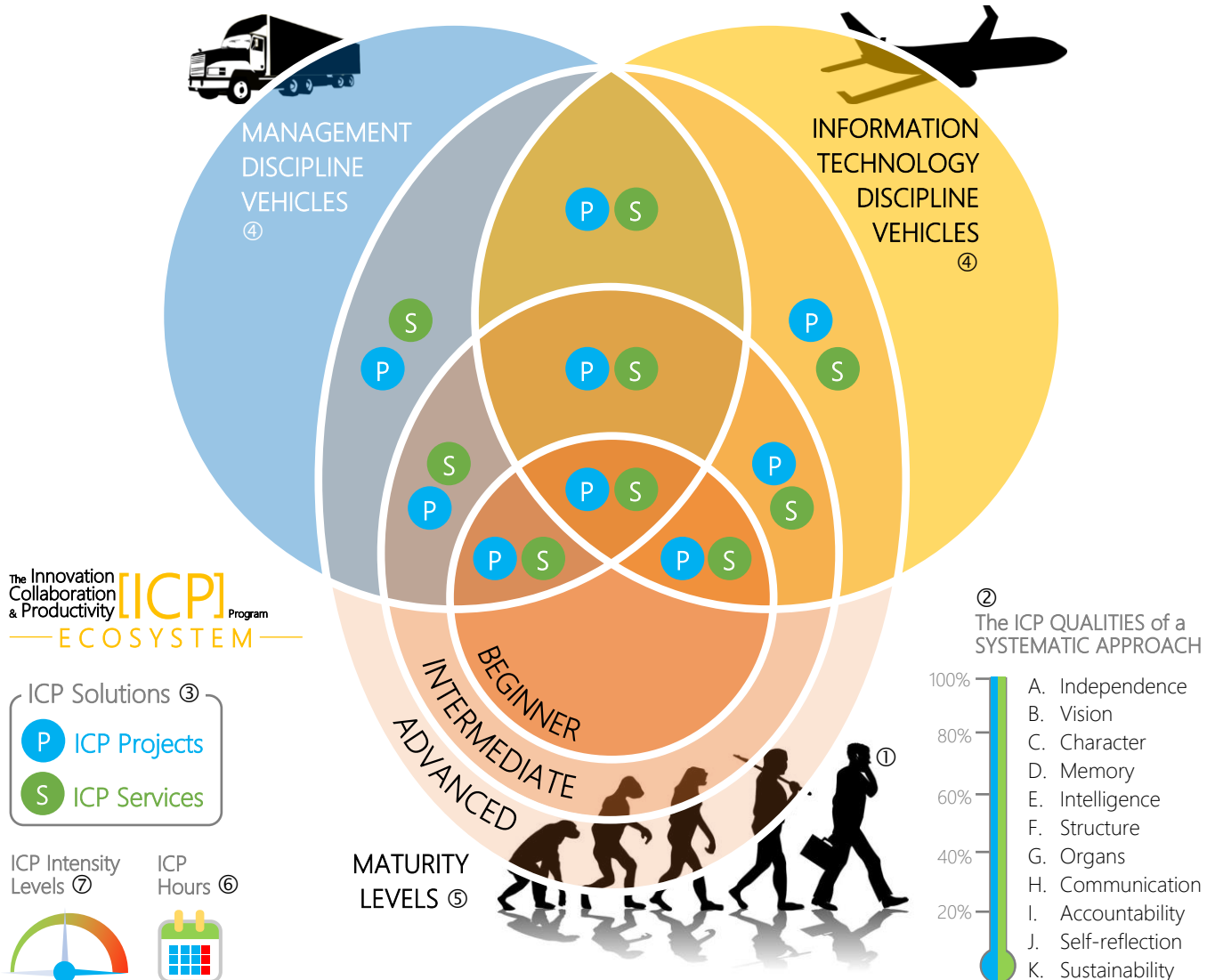


Figure 2: The 7 Elements of the ICP Program



THE ICP PERCEPTION OF A COMPANY AS A PERSON



The ICP Program thinks and refers to companies as if they were human-beings – persons, and therefore – attributes to them human qualities.

There are two main reasons for doing so –

- 1) The law in the United States and other modern countries treats companies – in most cases – as persons, and requires them to be managed as separate legal entities distinctive from their members (owners, employees, etc.).
- 2) The ICP Program wishes to make the complex organizational issues more relatable and easy-to-understand for its users.

The original and down-to-earth approach that the ICP Program takes on to convey and teach these complex issues – that are often considered to be “scary”, “boring” and “theoretical” – allows CFWA’s clients to easily and extremely fast understand and apply in their companies the smartest, most advanced, practical, proven, efficient, effective and beneficial tools, technologies, methods, theories, processes and models out there.

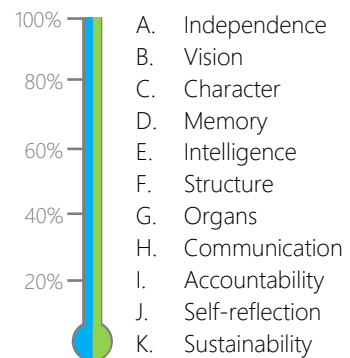
This approach is in the DNA of the ICP Program, so you can expect an intensive, yet fun and eye-opening ride of learning and transforming.

THE ICP QUALITIES OF A SYSTEMATIC APPROACH

According to the ICP Program – the only way to turn any company from a liability to an asset, meaning – to make it valuable – is by making sure that it takes on a systematic approach to its profit generation process.

It then specifies 11 human qualities that are critical for constituting a “systematic approach”, and therefore - must be developed within companies in order for them to achieve the ultimate goal of becoming high-value companies.

These are the 11 critical qualities –



To learn in detail about each of “the ICP Qualities of a Systematic Approach” – see Figure 5.



THE ICP SOLUTIONS



In order to achieve the objective of the ICP program – help companies to take on a systematic approach to their profit generation process and consequently turn them into high-value companies – the ICP Program provides companies with many different yet interrelated ICP Solutions (Projects and Services).

Each ICP Solution –

- 1) Addresses different challenges and needs that companies face as part of their day-to-day operations.
- 2) Uses a different ICP Discipline Vehicles to drive on.
- 3) Is classified into one of three ICP Maturity Levels.
- 4) Creates fundamental framework management foundations.
- 5) Relentlessly helps to develop, promotes, educates, champions, and advocates for “the ICP qualities of a Systematic Approach”.
- 6) Requires a pre-estimated per-company-unique amount of ICP Hours to be fully implemented.

To get a sneak peek to the ICP Solutions List see Figure 4.

THE ICP DISCIPLINE VEHICLES

Each ICP Solution drives on ICP Discipline Vehicles. Whether the vehicles deployed come from the low-tech discipline of **Management** or the high-tech discipline of **Information Technology** – they are effective, efficient, practical and necessary for creating a “Systematic Approach” in companies and making them valuable.



Management methods, processes, theories and models can

maximize the productivity, efficiency, effectiveness of your company. It provides sophisticated vehicles for creating smart and balanced company structures and processes that make companies run seamlessly without being dependent on any of their members.



Information Technology tools, methods and processes are designed

to support, serve and facilitate the operations and decision making processes of companies. They drive innovation and many times – make the difference between failure and success. It includes adoption and integration of appropriate Enterprise Resource Planning (ERP) systems (such as SCM, CRM, FRM, etc.), a POS system, and the use of the cloud for taking advantage of the mobile opportunities.

THE ICP MATURITY LEVELS



Each ICP Solution is classified into one of three ICP Maturity Levels.

Each Maturity Level is suitable for addressing challenges and needs of companies that are found in different phases of development and maturity.

There are 3 Maturity Levels –

- 1) Beginner
- 2) Intermediate
- 3) Advanced

Maturity Level is determined per ICP Solution – not per company. Meaning – one company can enjoy ICP solutions that are classified under a few different Maturity Levels. That is because while it might need a “Beginner” IT solution for one area of its business - it might also need an “Advanced” IT solution for a different area of its business.



THE ICP HOURS



Each ICP Solution requires a pre-estimated per-company-unique amount of ICP Hours to be fully implemented.

The ICP Solution Hours' estimation is determined according to several factors and variables, among them are –

- 1) The **average** of ICP Hours required in the past to fully implement the same/similar ICP Solution.
- 2) The **Maturity Level** of the company in the business area that is addressed by the subjected ICP Solution.
- 3) The **number of company members** that are expected to participate in the ICP Solution.
- 4) The **pre-existed level of academic-education, knowledge, exposure and experience** of the expected participants with the challenges and solutions of the subjected ICP Solution.
- 5) The **level of exclusive commitment, availability, cooperation and effort** that the company members are declaring to invest in the implementation process of the subjected ICP Solution.

Calculating the amount of ICP Hours required for the entire ICP Program

Simple aggregation of the ICP Solutions Hours is resulted with the total of ICP Program Hours that are required.

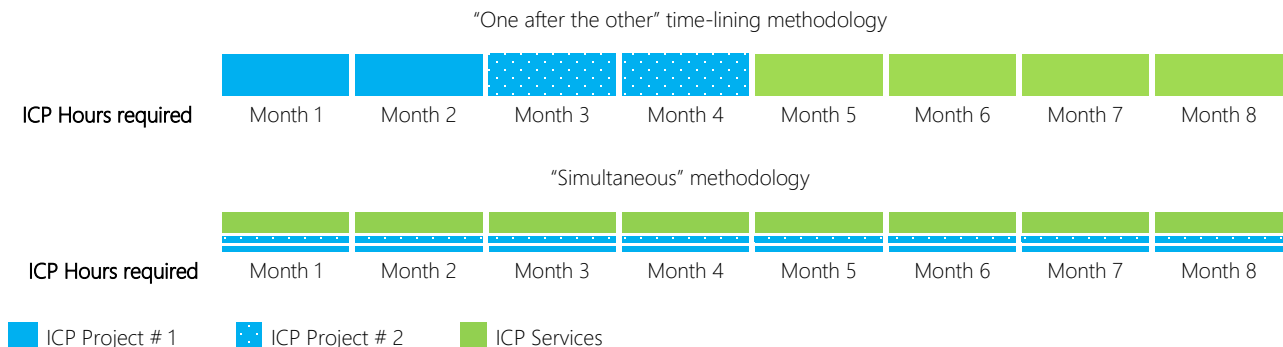
$$Est. ICP Program Hours = \sum_{i=0}^n Est. ICP Solution Hours$$

Simultaneous implementation of multiple ICP Solutions

As a holistic and synergetic program – the ICP Program is designed to exploit the interactions between its multiple ICP Solutions to produce an effect that is greater than the sum of their individual effects. Therefore, wherever possible and beneficial – the ICP Solutions are implemented simultaneously – instead of one after the other. That way - they complement one another and produce greater results.

Practically, this simultaneous time-Lining approach is achieved by spreading equally each of the ICP Solutions' ICP Hours across the total ICP Hours of the entire ICP Program. To understand this methodology better – please see **Subfigure 2.1**.

Subfigure 2.1: Simulation of the "ICP Simultaneous Time-Lining Methodology" (it assumes 8 months of required ICP Program Hours)






THE ICP INTENSITY LEVELS

The ICP Hours can be put into use in 1 of 3 suggested pre-defined ICP Intensity Levels (see **Subfigure 2.2**).

In general, the higher the intensity and client-cooperation levels are – the faster and more fruitful the implementation of the ICP Program is expected to be.

Nevertheless, going “all-in” is not always possible or desired. Therefore – other Intensity Levels are offered.

 **To learn in-person about the ICP Intensity Levels and which level is the best for you and your company – please feel free to contact one of our ICP consultants.**

Subfigure 2.2: The ICP Intensity Levels

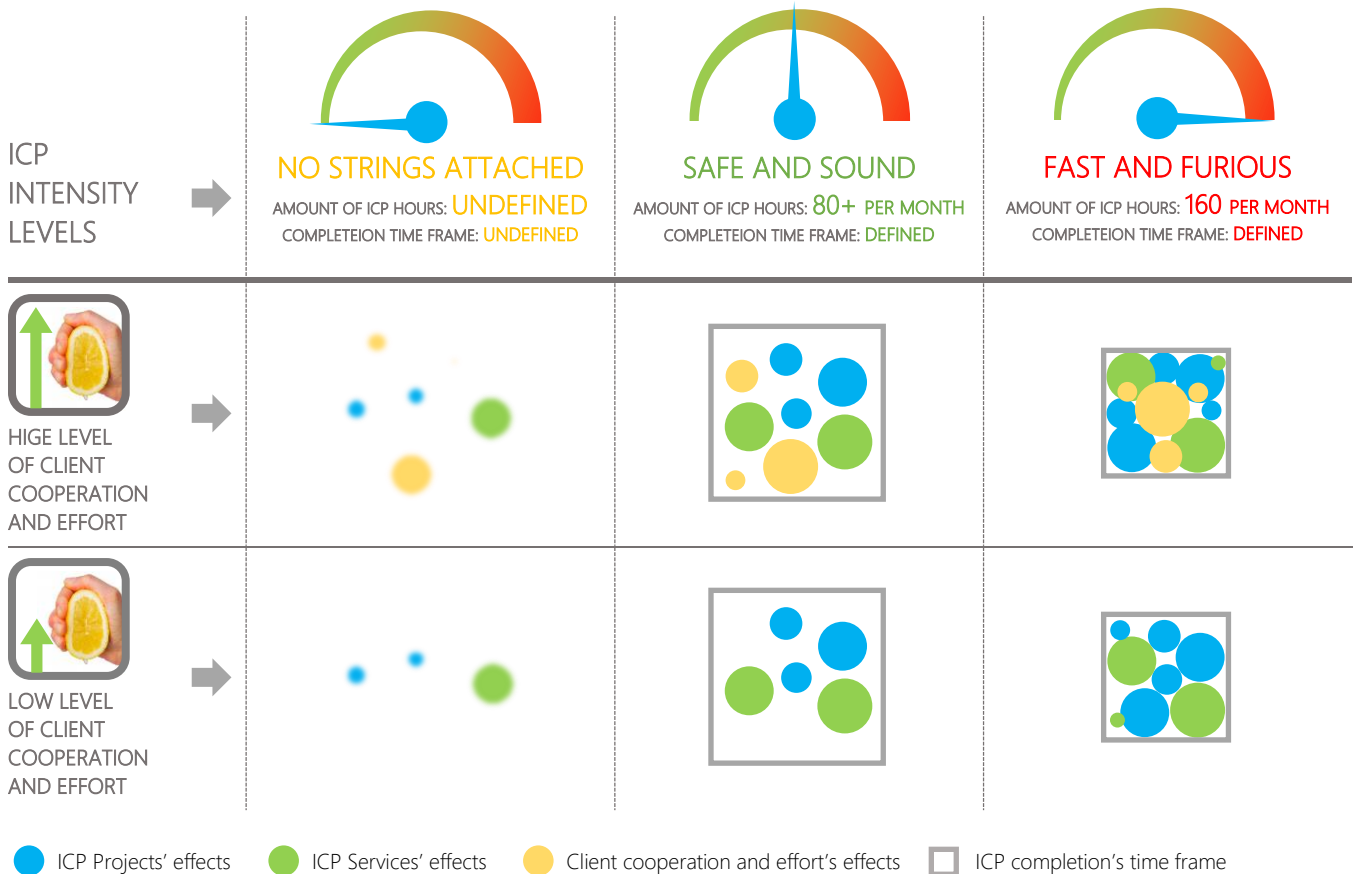
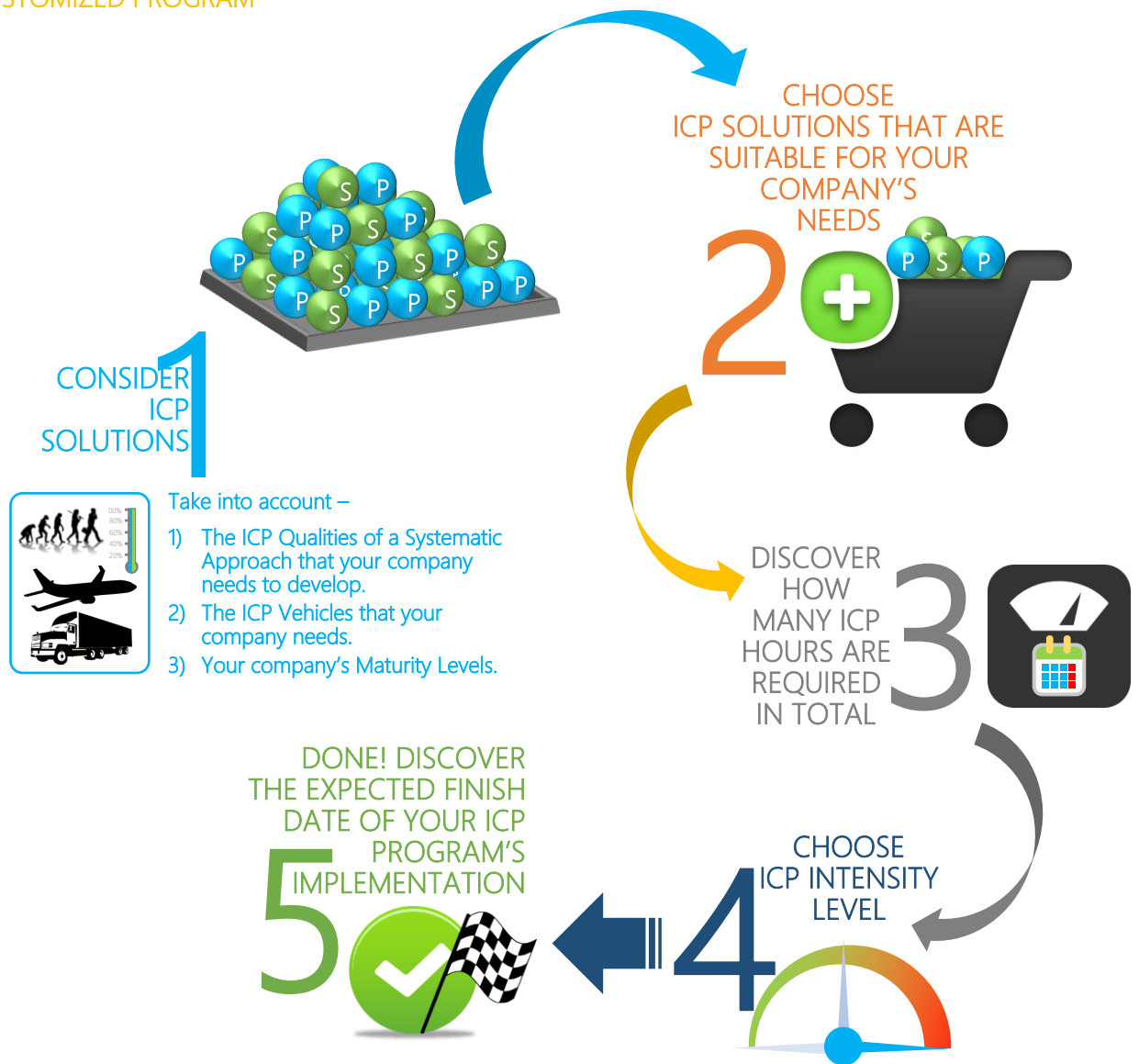


Figure 3: Building a customized ICP Program







The Innovation
Collaboration
& Productivity **[ICP]** Program
— BUILD YOUR OWN —
CUSTOMIZED PROGRAM



In this page – you can get a sneak peek to the ICP Solutions List (see Figure 4).

To view the FULL ICP Solutions List – please feel free to contact one of our ICP Consultants.

Figure 4: The ICP Solutions List – a sneak peek.






I C P S O L U T I O N S					
TITLE	TYPE  	VEHICLES DISCIPLINE 	MATURITY LEVEL 	ICP HOURS 	 DETAILS
1 ADOPTION AND INTEGRATION OF MICROSOFT'S "OFFICE 365" SERVICE	PROJECT	INFORMATION TECHNOLOGY	BEGINNER	X HOURS (the amount of the required hours changes per company)	<ul style="list-style-type: none"> Objective: Creating a highly innovative, collaborative, communicative, efficient, effective and productive work environment in companies by pairing them with compatible third parties' top-of-the-line IT services, tools, methods and processes that are designed to do just that. Among the tools integrated are online Office software suite (Word, Excel, etc.), company email, file sharing, Instant Messaging, Internal Team Sites, and more – all available from anywhere through mobile devices. ICP Discipline Vehicles (IDV): ✓ Microsoft's Office 365 cloud service. The ICP Solution includes: ✓ Setup and configuration of the IDV. ✓ Training the company members on how to deploy the IDV. Scope: ✓ Company's owners. ✓ Company's Senior Management Personnel.

<p>2</p>	<p>FORMATION AND INTEGRATION OF COMPANY STRUCTURE AND ROLES</p>	<p>PROJECT</p>	<p>MANAGEMENT</p>	<p>BEGINNER</p>	<p>Y HOURS (the amount of the required hours changes per company)</p>	<ul style="list-style-type: none"> • Objective: Creating a sustainable, balanced, efficient, effective and productive organizational order in companies by pairing them with compatible management methods, models and theories that are designed to do just that. Among the solution's effects are work environment that is team-oriented and a distinctive and beneficial organizational culture. In short – creating a system. • ICP Discipline Vehicles (IDV): ✓ Company Structure. ✓ Company Roles. • ICP Solution includes: ✓ Formation of the IDVs. ✓ Training the company members on how to deploy the IDVs. • Scope: ✓ Company's owners [Partial]. ✓ Company's Senior Management Personnel.
<p>3</p>	<p>HANDS-ON INTERVENTION</p>	<p>SERVICE</p>	<p>MANAGEMENT & INFORMATION TECHNOLOGY</p>	<p>BEGINNER</p>	<p>Z HOURS AVG (the amount of the required hours changes per company)</p>	<p>PREMIUM</p> <ul style="list-style-type: none"> • Objective: CFWA takes over the day-to-day operations of a wide range of critical, hot-button, urgent and strategic activities of the company – activities that affects the company's short and long term performance. While being examined thoroughly and treated under high scrutiny and intensive care – these activities' situations are stabilized and their quality is improved dramatically. After the intervention – the company members can much easily undertake these activities and improve them further. • EXAMPLES of Management activities: Credit Card Merchants, Customer Service, Inventory, Franchisor-Franchisee Relations, Office Layout Planning, Legal, Company Logo Design, etc. • EXAMPLES of IT activities: POS System, "Office 365", VoIP System, etc.


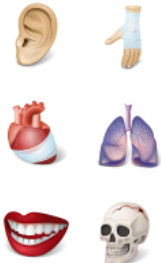

In the next few pages – you can learn in detail about each of “the ICP Qualities of a Systematic Approach”. These are critical qualities that must be developed within companies in order for them to achieve the ultimate goal of becoming high-value companies (see Figure 5).

To receive an even more expended explanation about these qualities and their importance – please feel free to contact one of our ICP Consultants.

Figure 5: “The ICP Qualities of a Systematic Approach” – they make companies valuable

 <p>COMPANY AS A PERSON: CRITICAL QUALITIES</p>	 <p>WHAT DOES THAT MEAN?</p>	 <p>VALUABLE TIPS!</p>
<p>1 INDEPENDENCE</p> 	<p>High-value companies separate themselves from their members (owners, employees), and are self-governed.</p>	<ul style="list-style-type: none"> Embrace fully the separation of business and personal. By law – your company is a separate entity from you and its employees, and is considered to be a person with its own liabilities and responsibilities. Mixing your personal matters with the ones of your company prevents it from succeeding, and puts you under all sorts of undesired risks. Accept the separation between you and your company with grace. When reaching a certain phase of maturity – your company needs you to let it live its own independent life, just like a child who turned into a grown-up.
<p>2 VISION</p> 	<p>High-value companies have a clear vision of who they are and who they aim at being – deriving from it their long and short-term objectives, strategies, goals, preferences, standards, plans, tactics, structure, organs, priorities, needs, and so forth.</p>	<ul style="list-style-type: none"> Make sure that you and the other members of your company know where your company is headed and how it should get there. By doing that – you would prevent your company from being distracted by activities that do not serve it. Especially important is that you’d specify the standards you expect the company to pursue – achieving excellence requires a completely different mind-set and efforts than achieving the average.

<p>3 CHARACTER</p> 	<p>High-value companies have a distinctive character that governs their behaviors. It encompasses their core values, beliefs, moral system, way-of-thinking, code of ethics and style.</p>	<ul style="list-style-type: none"> • Decide what are the core values, beliefs, moral system, way-of-thinking, code of ethics and style that you want your company to be guided by when it makes its day-to-day choices and decisions. • Document and communicate these guidelines to the other members serving your company. By doing so you will actually start the development of a distinctive “Organizational Culture” in your company. • Make sure that all of the members of your company understand and follow the organizational culture that you established. • It would synchronize the minds of everyone on the same mind-set, ensure that they “speak the same language”, allow them to focus on work instead of trying to bridge over mentality-differences and prevent frustrations and costly and timely misunderstandings.
<p>4 MEMORY</p> 	<p>High-value companies develop and maintain their own memory capabilities – nurturing a reservoir of raw and unorganized information (data) accumulated over time.</p>	<ul style="list-style-type: none"> • Create a memory for your company by documenting and organizing any kind of raw and unorganized information your company currently has – its sales, practices, know-how, trade secrets, insights, connections, and so forth. • Continuously maintain that memory reservoir, for it will allow your company later to analyze and refine it into business intelligence.
<p>5 INTELLIGENCE</p> 	<p>High-value companies develop and maintain their own intelligence capabilities – analyzing and refining their raw data into valuable business intelligence.</p>	<ul style="list-style-type: none"> • Make sure that your company uses its experience (memory) to make itself smarter over time. • Translate the raw data that your company accumulates into meaningful and valuable “Intellectual Property”. • Create beneficial, smart and efficient company rules, policies, procedures and best-practices that promote pro-active thinking, allow your company to repeat its successes and avoid its past mistakes in a consistent way. • Don’t let your company invent its wheels over and over again. Write things down in the first time, and follow your writings in the next times.

<p>6 STRUCTURE</p> 	<p>High-value companies have a clear, smart, beneficial, efficient and effective structure – one that includes built-in checks and balances and allows a holistic and synergetic orchestration of their activities.</p>	<ul style="list-style-type: none"> • Define and establish the departments that are required in your company by its character and vision. • Define and establish company roles within the departments you established. Make sure that you incorporate checks and balances into these roles – in order to distribute the company power in a relative equal way. Empowering everyone – as oppose to over-powering a few – will help to protect you and your company from system abuses.
<p>7 ORGANS</p> 	<p>High-value companies define and establish company organs (i.e., departments) that perform different specified functions (activities) and work together in a collaborative way to realize the company’s vision.</p>	<ul style="list-style-type: none"> • Allocate the roles between the members in the most efficient way (in economics it’s called “efficient allocation”) – making sure that the right employees do what they’re best at (in economics it’s called “relative advantage”). • Decide what role you want to play in the life of your company – do you want to play a passive role (i.e., oversee the company’s activities from outside)?, or an active role (i.e., be a shareholder that also performs an administrative role within the company)? • Learn your role thoroughly. • Respect and protect the roles of the other members in your company. • Make sure that your company members act under and according to the company roles they have been assigned with. There’s no such role “[Personal Name]”.
<p>8 COMMUNICATION</p> 	<p>High-value companies have a sophisticated and advanced communication mechanism that allows all of their organs to communicate and collaborate in an effective and efficient way – with each other and with outside parties.</p>	<ul style="list-style-type: none"> • Create communication channels within your company that would allow your company members to communicate and collaborate efficiently and effectively between themselves and with outsiders. Communication plays a key role in increasing productivity and driving innovation. • Use both communication-supportive regulations and Information Technology tools, methods and processes to achieve this goal. It will serve and facilitate greatly the managerial and operational work in your company. • Train the members of your company on how to use the correct jargon to smooth up the communication process.

<p>9 ACCOUNTABILITY</p> 	<p>High-value companies establish within them a mechanism of self-auditing that ensures their full compliance with their own self-created internal rules and regulations, as well as with federal-state-local law.</p>	<ul style="list-style-type: none"> • Educate yourself and the other members of your company about the law of the land in which your company operates. It includes the laws of all levels of government – the federal, state and local. • Create a special book for each of the organs in your company that specifies the rules and guidelines that are most relevant to that organ. • Create an internal rules and regulations that serve the vision of the company and reflect its character. • Create a mechanism within your company that would efficiently and effectively enforce, supervise, investigate, correct and hold accountable any person who strays off the rules. • While you cannot prevent the occurrence of every disobedience of every member of your company at all times – by doing the above you can definitely reduce substantially the legal risks you and your company are exposed to.
<p>10 SELF-REFLECTION</p> 	<p>High-value companies self-reflect themselves in an open and honest way – analyzing, criticizing, re-considering and re-inventing themselves over time as necessary according to internal and external changes and developments.</p>	<ul style="list-style-type: none"> • Allow your company to question itself – on its vision, character, motives, decisions and actions – in a structured, open, constructive and aware way. • Allow your company to re-calculate the route on which it is going. Changing and updating – on a continuous basis – the tactics of your company is inevitable in the ever-changing world we live in. Changing the long-term strategies, even though a much different and extreme move, should also be reconsidered if necessary. When the ego is put aside – the right actions are taken.
<p>11 SUSTAINABILITY</p> 	<p>High-value companies make sure that the way in which they operate themselves can be maintained over time.</p>	<ul style="list-style-type: none"> • Take actions to ensure that the way your company operates itself is sustainable: • Aim at succeeding in the long-run and prepare your company for both the known and the unknown. • Make backup plans: A, B, C, etc. • Create valuable relationships for your company. • All of the steps above are called “Negative Entropy” and they should protect you and your company from the natural move towards destruction (in its professional term – this natural destruction phenomenon is called “the power of entropy”).

*Creation =
Faith
+ Will
+ Ability*

All you really need in order to
succeed is a strong **faith** in yourself.
The rest will follow. With us.



It would be our real pleasure helping you achieving
your goals. We appreciate your interest in us.

Thank you!



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About CFWA IT & Management Consulting

CFWA IT & Management Consulting is the creative and down-to-earth IT & Management consulting division of CFWA Group LLC. Our mission is to help our clients to dramatically improve their organizations' operational performances by providing them with the essential technological and managerial knowledge, tools, solutions and confidence necessary in today's ever-changing world. We strive to empower them, strengthen their faith in themselves, help them discover their true wills and enable them to develop their abilities. Practically, we visit their workplaces, study their operations and train their management teams on how, for example, to take advantage of the "cloud", how to implement proven management theories and models, and generally – how to embrace effective, efficient, creative, innovative and practical business solutions. Our clients enjoy an exciting, rewarding, eye-opening and business-changing experience, and the results are outstanding.

About Nofar Sinvani

Nofar Sinvani is the Co-founder and CEO of CFWA Group LLC. He holds a BA in Business Administration (Information Technologies, Magna Cum Laude) from the Interdisciplinary Center (IDC) Herzliya, Israel. His academic achievements have rewarded him with honors and awards – among them are consecutive spots on the university's Dean's Lists and the Thelma-Yellin School of the Arts Prizes of Excellence. Before establishing CFWA Group LLC, his past work experience included running his own web development and design studio in Israel, and working as a production manager of TV shows in Israel. Fun fact: In the Israeli Defense Force he served as a singer and commander of an IDF musical band. Tip: don't ask him to sing, because he won't ;-)