

JumpStart™

Strategic Assessments



Not so easy to find an unvarnished/undiluted opinion

Chief Executive Officers of manufacturing enterprises hear plenty of opinions. They arrive from employees, spouses, important customers, board members, and maybe even a lucky sales representative that manages to defeat the administrative assistant barrier. Almost all of the opinions are intended to be constructive but they have shortcomings:

- employees** Opinions are typically diluted by conventional, home-grown corporate wisdom. Not infrequently, they can be varnished by politics or by what people think the boss is ready to hear. It's rare to receive anything that sparks a revolution in the way things are done.
- spouses** This a great source for testing new HR theories. However, operational opinions don't draw on first-person, on-the-job observations. Therefore, the scope of non-flamboyant operational creativity is constrained to those alternatives that have been explained by the CEO.
- customers** These opinions have great value, particularly with respect to product design, quality, and service satisfaction. Beyond that, customers are unlikely to populate the radar screen with ideas to improve operations or profitability.
- board members** Opinions on corporate strategy have high value because these individuals have enormous seasoning/good judgment. But BOD members don't walk around the plant before the meeting. Their focus is usually choreographed by what they find in the meeting book.
- lucky sales reps** Their opinions are based on how the CEO responds to a few open-ended questions. They don't have enough information to present a compelling case for a good idea. Even great ideas are diluted by the "this person wants to sell something" credibility problem.

Need a creative insight?

JumpStart Strategic Assessments discover and introduce fresh operational insights on subjects that may not even be on your enterprise's radar screen. The assessments are performed by Unbeaten Path International's owner and Managing Partner, Milt Habeck. Learn more with the links below:

- Recommendation letter from the President of Cross Manufacturing.
- Professional profile for Milt Habeck

What does **JumpStart** mean?

That brand name aptly describes the effect of inviting Milt Habeck to take a walk around your operation. He learns important things that CEOs don't know about their companies and he has the freedom to report his findings and recommendations to the President without diluting or varnishing anything. It's hard to predict what he'll come up with, but it's likely that he'll stir the pot in an unusual and/or controversial direction.

In late 2010, Unbeaten Path decided to put the "**JumpStart**" label on what Milt does; the recommendation letter from Cross Manufacturing is the first one to use that brand name. However, this "shoe-leather" assessment approach has been going on for decades as attested to by recommendation letters from multiple nations presented on [this menu](#).

Money-back guarantee of quality service

We've never received a complaint about the quality of a JumpStart Strategic Assessment. Nevertheless, if your CEO reports that he/she is not pleased with the quality of Milt's work, our professional services agreement promises that he'll rectify the deficit at no charge (or refund all the consulting fees if we can't solve the problem in a commercially reasonable way).

Questions ?

It would be a privilege to answer any questions about **JumpStart Strategic Assessments**.

Here's Unbeaten Path International's contact information:

Toll free North America: (888) 874-8008
International: +(262) 681-3151
Send us an e-mail (click [here](#))

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