

# Concepts...



*"Concepts" is published by Parvidya Design Partners to raise as many questions as it answers. It is driven by the belief that the industry, its products and its services are ever evolving. The ideas reflect the challenges faced in the continuous journey of innovation and improvement.*

## Process Balance:

*"When you come to a fork in the road ...take it"* – Yogi Berra. Many factors affecting business processes create competing means to achieve the desired outcome. For instance, do you have your service group organized by client or functional discipline? Both organizational structures attempt to achieve great customer service but they have different benefits and challenges. A client organized service group has the benefit of maintaining a dedicated, flexible relationship for individual clients but creates a challenge of ensuring consistency of product delivery. A functionally organized service group delivers the benefit of consistency but is challenged to be dedicated or flexible. Against each of the organizational options listed below the benefits and challenges are considered:

Choice	Benefits	Challenges
Client vs.	Dedicated, flexible means to relationship	Service standards consistency with different clients
Service Function	Process accuracy and consistency	Ability to adapt to client needs
Functional vs.	Greater process control and ease of managing expenses	Ability to adapt to business requirements
Business	Direct control of support functions	Realizing savings from economies of scale
Tactical vs.	Immediate results	Unplanned future
Strategic	Long Term can be expenses managed to results	No short term goals
In source vs.	Direct process oversight	Skill maintenance and management time
Outsource	Direct expense savings	Discipline to select and manage provider
Controlled vs.	Discipline and high quality	Innovation and adaptability
Free flowing	Creativity, flexibility	Chaos, errors, uncertainty



**"OK, so when you say 'we've had a discontinuity in the flow of the contingent demands reducing the probable synergistic benefits of the chronological dependencies', you mean that: We screwed up and missed our deadline?"**

There is no absolute right or wrong answer. It is a matter of relevance. If you can identify on the scale where you are for each factor in your business processes you should be able to reconcile the relevance of the impact to your goals and staff. Following that, you can decide which way on the scale you want to move and plan changes accordingly. Ultimately you must plan a targeted outcome and measure your success. The final type of balance in a process is the natural balance. In the extreme, if you do nothing, you will witness the slow demise of your process integrity, quality, service and ultimately your business. You must make the choice on how much you wish to control and dictate and how much you wish only to observe.

*Parvidya Design Partners would be pleased to discuss the realization of these concepts with you further. We thank you for your consideration.*

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