ONSONG

On Song Terms	
On song	optimum performance, power and harmony
Component	any element that is a part of or affects your business
Complexity	multiple components in an intricate and changing arrangement
Alignment	when all the components of a group are efficiently focused on the same objective
Transparency	When all the components of a business are clearly seen and easily understood
Internal Controls	Any system or systems that influence or control components within a business
Business RPMs	a simple common number that represents movement and speed toward stated objectives for a business and each individual in that business

"On song" is a term often used to describe optimum performance of man and machine in Formula One racing. When all the mechanical components reach optimum power and efficiency, and blend harmoniously with the driver and outside elements, it creates a sound of remarkable intensity. It is the peak of a crescendo in the symphony of complex but controlled components coming together to achieve one objective—to win!

As in formula one racing, being "on song" in your business represents optimum power and efficiency. It represents your success. We will create that same level of intensity and perfomance within your organization...

That is our promise...

That is our measure of success...

Be On Song!

"On song"

"The symphony of aligned motivation and power within your organization"

Formula One racing is just one example of the necessity for constant improvement, and what is required for that improvement to take place in our ever-changing world. In Illumin, A Review of Engineering in Everyday Life, an engineering periodical, George Stratis makes some interesting observations about the Formula One Racing industry. He introduces the article by stating "In order for the Formula One industry to produce some of the fastest cars in the world, art, science, and engineering must find common ground. Fierce competition and numerous regulations necessitate new design approaches *in order to gain the few milliseconds that can separate the winners from the losers.*

Designers, engineers and computer scientists utilize the latest computer aided design technology in an effort to create the perfect racing machine."

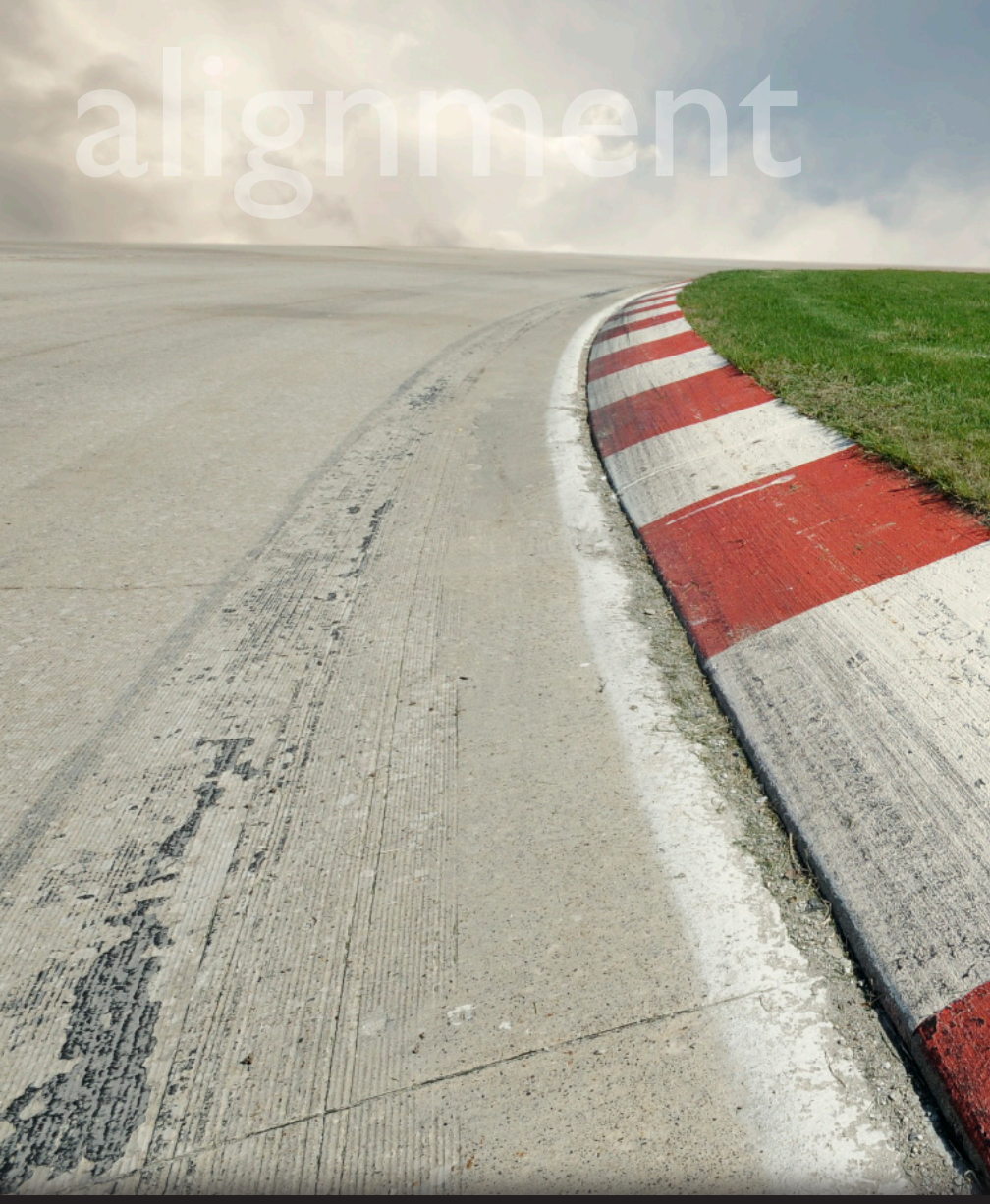
Those individuals surrounded by the complexities of a modern day business environment can quickly see the similarities. Stratis goes on to write, "Each year the handful of teams that participate in the Formula One circuit design a car from scratch, able to perform in a continuously evolving and highly competitive environment. The manufacturers only receive three months of off-season time. Such time-limited operation requires excellent management and team work. ." (Sounds similar to the requirements of today's business imperatives, doesn't it?) "Usually one manufacturer designs the car chassis while another is in charge of the engine. It may seem counterintuitive to design such critical components independently, but with proper coordination, models can fit perfectly the first time the car is assembled. It is crucial to "avoid any misunderstandings that often take place when experts of different domains…have to find a common language to transfer knowledge" (Susca 248*)."

A term that is often used to describe **optimum** performance of man and machine in Formula One racing is **"on song."** When **all** the mechanical components reach optimum power and efficiency, and blend **harmoniously** with the driver and outside elements, it creates a sound of remarkable intensity.

It is the peak of a crescendo in a symphony of complex but controlled components coming together to achieve one

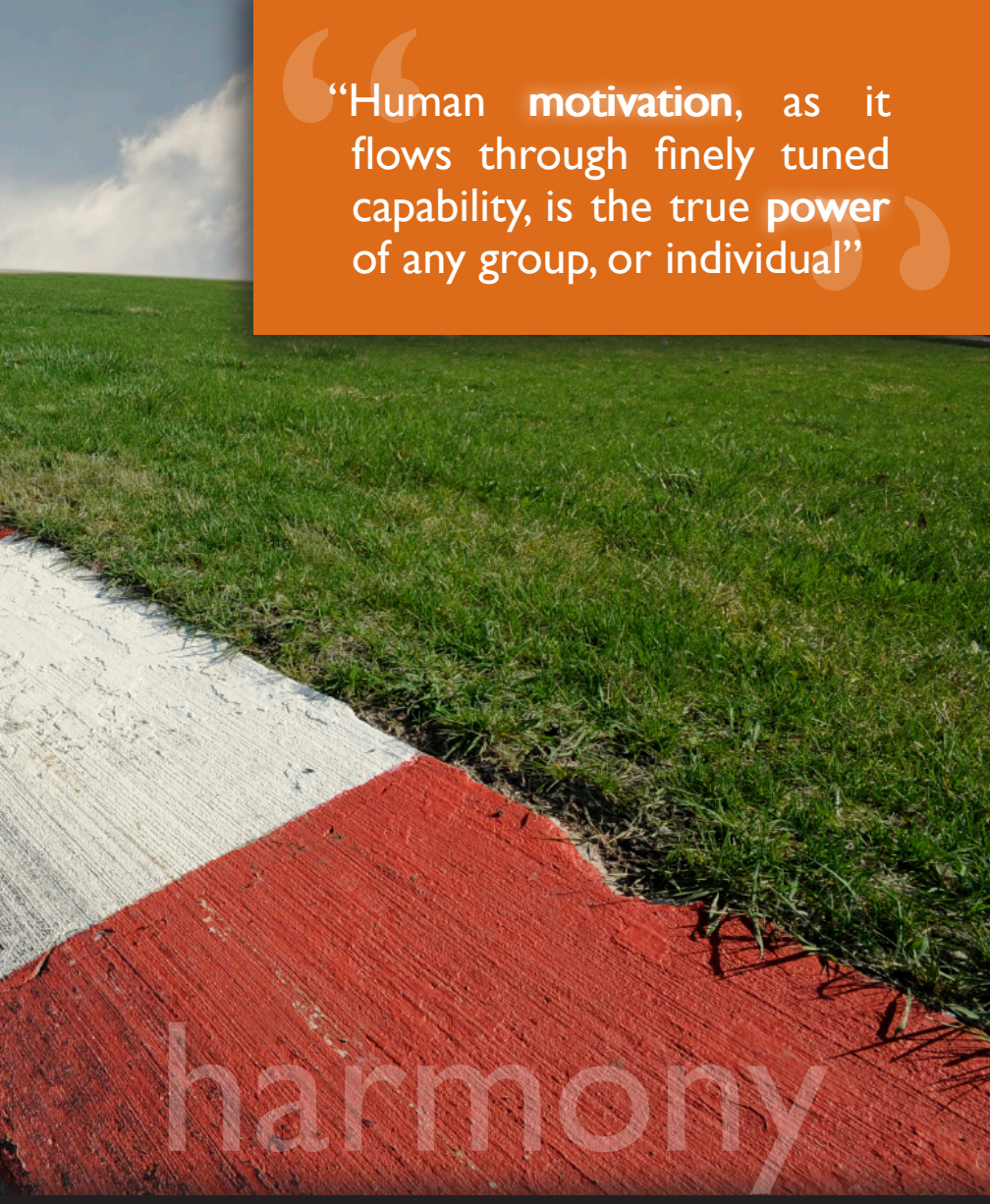

power
&
efficiency

alignment



objective…to win! The slightest misalignment of even the smallest component can take the car "off-song", with the impending result. Keeping a car "on song" requires constant attention, sophisticated tools, and practiced expertise. The most experienced in Formula One racing can know a car so well that by simply listening they can tell if a car is "on song" or "off-song."

In business, there are naturally many variables that exist as we interact with each other and try to reach our goals. These variables or components include a unique set of experiences and capabilities we all bring to the workplace. They not only include specific skills, but also beliefs, fears, perspectives, our



own “language” or thought patterns, and our individual measure of success. As these variables interact, they create a complexity that can be hard to handle and can cause a loss of energy and performance. We have certainly struggled to find a sufficient blend of these complex components to get our companies “on song,” as in formula one racecars. Though it is difficult, when we become “on song” it not only produces victory, but it can create an environment that is exciting and fun—even addicting—free from the politics, confusion, excuses, in-fighting, and unfulfilled expectations that exist within many organizations today. And it will set new levels of response time, agility, speed and consistency.


3
2
1
motivation

One of the most challenging variables we all face in our businesses is human motivation: understanding what motivates people to continue improving and doing their best. Human motivation, as it flows through finely tuned capability, is the true power of any group or individual, and it must be understood, aligned and optimized to achieve the remarkable intensity of being "on song." To align motivation is to have people wanting the same thing with the same level of intensity. When people have aligned motivation, what matters to one matters to all. Aligning motivation not just amongst employees, but everyone who effects and interacts with the group's strategy—customers, investors, vendors, the community etc—can provide the "milliseconds" that make the difference between victory and defeat.

For us to become "on song," many things must happen, but first we need to gain control of the complexity that surrounds us.

Distilling such complexity into a **simple** "language" is **essential** for gaining that control. For any solution to get your company "on song", it must **flow** with the way people already think,

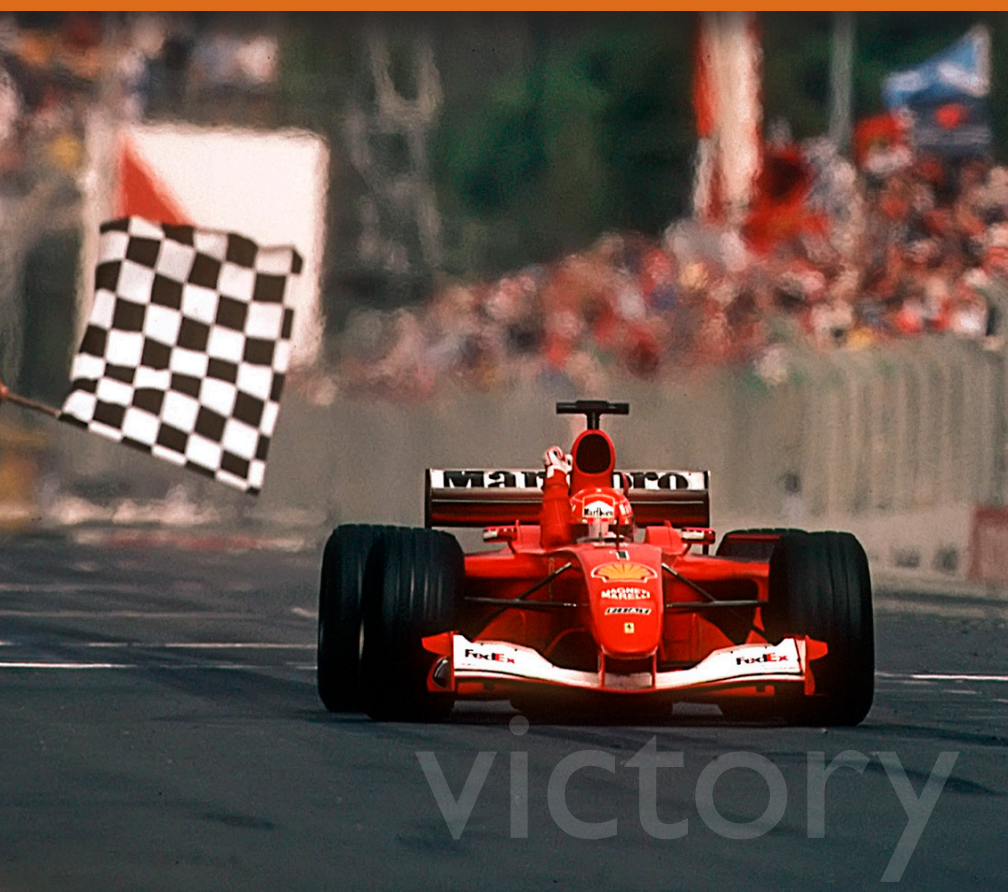
and be simple enough for anyone to remember. And yet, it must encompass all that is required of the company and from each individual. It must allow each individual to see and feel their movement towards or away from their aligned objective, without creating distraction, fear or annoyance. Once everything is done, each individual must care about being "on song" enough to justify and drive the effort required to achieve it.

At On Song, we have developed simple yet effective ways to help you gain the winning advantage by becoming "on song." One of those is the RPM Matrix (Rapid Performance Management). It is a revolutionary method and technology created to optimize

critical components to becoming "on song." It creates and generates "business RPMs" for your company as a whole, and for each division and individual. The RPM Matrix aligns individual motivation and action throughout the entire organization and creates an ongoing sense of movement and direction for everyone. It provides precise and detailed transparency, with exact and effective internal controls. It does all of this, flowing with how we all naturally think, in a comfortable and welcoming way. It is the result of our belief that there is order in everything, our commitment to find that order, and the inherent need we all have to be an integral part of something notable and of great value.

The bottom line… we can get you "on song"! Think of **where** you will be, of **what** you will be able to do when your organization is "on song."

Be On Song!



*Susca, Lorenzo, Ferruccio Mandorli, Caterina Rizzi & Umberto Cugini. (2000). Racing Car Design Using Knowledge Aided Engineering, Artificial Intelligence for Engineering Design, Analysis and Manufacturing (AI EDAM) 14.3, 235-249

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