



PRODUCT OVERVIEW

Business Intelligence at Your Fingertips!

- Deploy the right information to the right people at the right time
- Collect current data now when you need it
- Make time-sensitive decisions increasing positive ROI for the business

In today's rapidly changing business world, keeping your customers satisfied and engaged can be a great challenge. To keep your team fresh, you launch new products, services and business initiatives to stay ahead of the pack.

THE BUSINESS PROBLEM

But what's the cost of this fast-paced environment? Your employees are expected to understand and adopt an overwhelming volume of information. Are your team members truly ready to engage your customers and drive your key business initiatives? How do you measure their readiness? How do you hold them accountable for learning? How do you ensure their retention of product information? TBD Q™ is your solution.

THE OPPORTUNITY

You have technologies and resources in place to ensure a readied workforce, yet they have been more effective in maintaining status quo performance levels than in fostering accelerated improvement.

Ultimately, there are three unnecessary alignment hurdles preventing you from accelerating change adoption:

- Lack of Measurement
- Lack of Reinforcement
- Lack of Accountability

THE SOLUTION

TBD Q™ is a hosted solution that accelerates and broadens your employees' retention, acceptance and effective application of new messaging, information and change. TBD Q™ pushes brief reinforcement exercises in the form of tips, coaching, feedback and Q&A to target intended employees and measures their alignment on the information.

TBD Q™:

- Understands where each employee needs help and automatically sends a Q on subsequent days to reinforce gaps and validate closure
- Provides real-time measurement so management can quickly understand employee alignment and provide remedies where gaps exist
- Individualizes reinforcement coaching required, making what employees need to know top-of-mind – this leads to improved confidence, recall and successful adoption
- Provides alignment measurement (aggregate, by team, by individual, by category, etc.) to management, so improvement opportunities can be quickly identified and resolved
- Adds layers of accountability to traditional efforts that never existed before

Unlike passive information management systems, TBD Q™ is a proactive, prescriptive and automated solution that does not rely on personal motivation or hope to be successful. TBD Q™ helps you achieve your business goals.

Get results on the go! TBD Q™ is now available for your BlackBerry, iPhone, iTouch and iPad! Android apps coming soon!

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LEADERSHIP TRENDS AND TODAY'S REALITIES BLOG

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