



CSRA's Pre-engagement Process

Do you recognize this situation?

A company perceives a challenge or technology that is outside its competencies, so it agrees to explore a new business partner for external guidance. Since this is a new challenge for the company, it experiences some uncertainty when trying to evaluate the business partner: the challenge involves a new idea, technology or process, and people interacting with the prospective partner may get the feeling that the latter's primary focus is doing the deal rather than fretting about its outcome. This dichotomy can cause the company and provider work at cross-purposes and become unaligned and even suspicious: the business partner wants to convince the company to hire it and worries about fulfilling the need later. The company incurs more risk because it bears the ultimate burden of the investment. Neither party is really happy because interactions take more energy when trust is low. Results are compromised.

Breaking the mold

We have faced this situation from both sides of the table, so we created the pre-engagement process as a new way to explore opportunities. The concise yet thorough process is grounded in the reality that neither of us knows at the outset whether we should work together to address the situation you are facing. Moreover, we recognize that stakeholders do not think the same (surprise), so we include them, enabling you to make a better decision that more people are happy with.

In pre-engagement, we work with you to:

1. Identify the real challenge or problem and underlying factors
2. Learn about your culture and experiences with other relevant initiatives
3. Create a solution that is based on the first and that recognizes the second
4. Determine whether we are the right firm to help you make it happen

How can this work for you?

Pre-engagement enables us to help you to act with more confidence and purpose. You can perceive the opportunities and risks behind the decisions you make—before you make them. If we decide to pursue an engagement together, you will execute with more unity by involving various stakeholders in the conversation. If we do not, you will still have gained insight into the disruption and its promise for your company.

When you make the investment for the right reasons and have the right people involved, you will be ready to maximize the impact of the initiative.

How does this work for us?

Our specialty is helping companies to create unusual value from emerging phenomena, so we swim in uncharted waters. We improve our ability to serve by having open and collaborative relationships that enable us to manage risk better and obtain better results. In addition, we spend less time and energy doing the damage control necessitated by unmet expectations.



On Web 2.0 and social networking

Web 2.0 is primarily a social transformation that is enabled by information technology. Executives read about the promise and early successes of social networks, virtual worlds and blogs. They want a social network before their competitors get one.

We can help you understand what the real value proposition is for your company—before you undertake the initiative. Most early adoption failures happen because not enough people on the engagement team understand the changes that innovations like social networking will mean to their processes and business. Moreover, these changes will affect different stakeholders in different ways and at different times. You can significantly increase your chance of success when you align adoption with your culture and your clients' expectations.

You will realize more value from Web 2.0 when you know:

- What are social networks, blogs, wikis, social tagging and other things Web 2.0, and what will they mean to you? What unique value propositions do they offer your clients, their customers and related players?
- Why should you get involved? What fundamental business drivers would you address?
- When should you get involved, and how and where should you start? Should you join your customers where they already are, or would it be better to attract them to a new space?
- Whom should you try to attract and when? Who are the "tipping point" people, and what compelling value can you offer them? How can you help them to help you build your credibility and authority?
- And, finally, what technologies, features, tools and connections would help you to succeed?

Additional thoughts on Web 2.0 and social networks

- Web 2.0 Channel for Marketing Leaders: <http://globalhumancapital.org/?tag=cmo>
- Web 2.0 Case Studies: <http://www.socialnetworkroadmap.com/index/?cat=95>
- Using the Web 2.0 Adoption Curve to outperform rivals, 2009-2015: <http://www.socialnetworkroadmap.com/index/?p=76>
- Consumer Empowerment Overview: <http://www.rollyson.net/consulting/empowerment.html>
- 12 Symptoms of Web 2.0 Misalignment: <http://www.rollyson.net/download/12symptoms.pdf>