

Part 1:

TheBridge App

As a senior business leader, you know how important it is to ensure that strategies are implemented. We introduce a revolutionary solution that was designed with your needs in mind. Powered by mobile technology and supported by industry best practices, it can help you take your organization to the next level. As with every business, it all starts with STRATEGY. STRATEGY could be anything: -a formal written or detailed plan - announced priorities - focus areas or just intentions. But STRATEGY is nothing without EXECUTION. EXECUTION IS: - successful implementation of strategy - alignment of organization's functions to pursue strategic goals - employee commitment to strategic priorities that guides their decision making and day-to-day work. Did you know that a strategy-execution gap affects corporate businesses globally and results in a 37% average performance loss? In developed markets such as the US and Europe:- 60% of executives find that strategy is not understood or memorized by staff. - 67% of employees are not clear about their company or brand strategy. - When the STRATEGY to EXECUTION gap is narrowed, productivity is boosted by 35%. In the Middle East, this strategy-execution gap is amplified due to the : - Geographical challenges - remote teams are spread across MENA region - Organizational silos- Expat workforce is made up of diverse nationalities. - Higher turnover rate - floating nature of population leads to knowledge loss and can disrupt continuity of business. High growth and significant exposure to senior management result in changing priorities. Now, how does all this apply to your company? Does your organization suffer from any of the following? -Low productivity? Scattered efforts? Frequent change of strategic priorities? High turnover? Employee resistance? Poor employee morale? Duplication of initiatives / low ROI of strategic projects? Presence of any of these points to the strategy-execution gap and requires a corrective action to be taken. So how do we close the gap between STRATEGY and EXECUTION? Introducing TheBridge, the world's first app, designed for narrowing strategy to execution gap throughout the enterprise. TheBridge App will enable you to eliminate issues by fixing the root causes of the strategy-execution gap. This app enables you to: - communicate your strategy more clearly and effectively - dissolve the barriers between different silos or departments in your organisation - broadcast your priorities to everyone in your company at the touch of a button - keep all stakeholders aligned on what the plan is and measure progress on the way to achieving goals - translate your strategy into the tangible actions that employees can relate to and effectively execute - demonstrate how strategy is executed in order for leaders to create trust among employees.

Part 2:

TheBridge, the world's first app, designed for narrowing strategy to execution gap throughout the enterprise.

It's a sleekly designed mobile app that works seamlessly on iOS and Android platforms. The app icon is always visibly present next to all the heavily used apps to boost its usage.

Here is a brief summary of TheBridge app structure and functions before we dive into the details.

TheBridge app does the following at the **STRATEGY** level:

- Achieves effective top-down communication to ensure employees understand the strategy and provides a platform for bottom-up communication to provide employee feedback to senior business leaders.
- Strategy is iconized to ensure frequent exposure and to drive awareness among employees.

- Strategy is translated into tangible action plans at as many levels as needed to facilitate implementation.
- Broad strategy, specific pillars, and individual projects are clear to all employees across organization.
- Employees recognize that their progress towards achieving corporate goals is monitored.

It enhances the following at **EXECUTION** level:

- It enables the staff to see the link between high-level strategy and their jobs
- It drives employee engagement by effectively fueling a healthy competition for the number of ideas and "anchors" (likes)
- It places the company strategy in the virtual applications world for employees to easily access it, keep themselves updated on the progress and contribute to the corporate goals.
- Subscription and bonuses effectively motivate employees.

And crucially, Bridge app allows users to:

- Comment back
- Read about each others' experiences
- Share feedback about progress
- View various reports on staff interaction for quick action

And now let's dive into the details:

The home screen of the app has:

- The image of the company or team to build a sense of identity.
- A vibrant stock-market style ticker that has rotating messages or news from the CEO or top management to keep everybody updated on the latest happenings.
- Counters showing the latest Anchors (which are similar to LIKES or +1) and Comments count.

Two main navigation buttons are:

- **STRATEGY**
- **EXTRAS**

The **STRATEGY** screen displays:

1. The **VISION** statement permanently so that it is always clearly visible to everybody.
2. A **CIRCLE or a PYRAMID or a CUSTOMIZABLE SHAPE** which displays the strategy pillars or priorities.
3. **ENGAGEMENT BAR** which contains:
 - **COMMENTS - EXTRAS** and **-NEWS** –

All of these were designed with the needs of your business in mind. The benefits of these are:

- ✓ Iconization helps your company improve strategy memorization.
- ✓ The sense of transparency and visibility increases among employees.
- ✓ Your company can react much quicker to market needs or headquarter mandates.
- ✓ Additions / amendments to the strategic pillars can be published to the whole team instantly.
- ✓ Strategy pillars are interactive. When clicked, the description and the underlying projects constituting the pillar get displayed.
- ✓ This feature is scalable to any number of projects.
- ✓ It helps create the sense of direction among employees.

When the PROJECT DESCRIPTION is clicked, it drills down to a more detailed page with milestones and progress

- ✓ Screens are designed to very easily give the feel of progress & monitoring.
- ✓ Both the intended milestones per project and the actual progress versus plan are shown to improve transparency.
- ✓ Actual progress is monitored and plotted with help of AMICULUM expert follow up call center.
- ✓ This promotes feeling of fulfillment associated with accomplished milestones and sense of urgency if any delays occur.

In the **NEWS** section, periodic newsletters from the top management on the latest progress and achievements are displayed.

- AMICULUM editorial team helps writing and scheduling monthly or bi-monthly newsletters.
- Employees are exposed to live information and feedback from management and strategy team.
- They feel connected not only to their head of department but also to other key internal stakeholders.
- This promotes collaboration and reduces departmental silos.

The **COMMENTS** section encourages staff to share their ideas and feedback.

The **EXTRAS** section gives staff more reasons to come back to the application.

It provides useful subscriptions that are published every 2 weeks and other useful resources that employees appreciate. This helps fuel the feeling of competition on the available updated resources. AMICULUM team helps choosing winners who are notified by email

Overall, this feature does the following:

- ✓ Interaction is maximized between team members.
- ✓ Facebook style and gamification increase email interaction.
- ✓ Seeing colleagues' comments inspires employees to post more comments and ideas.
- ✓ Keeps the strategy alive and employees engaged.
- ✓ Brings a structured method for feedback, specifically around strategy elements.

The **REPORTS** section provide useful reports filtered by different categories.

In the 21st century, knowledge and real-time two-way communication is a source of real power and TheBridge app allows you to harness this power to drive your organization to the next level....**INSTANTLY. INTELLIGENTLY. INTER-PERSONALLY**

Get TheBridge app today and power your enterprise through the Smart Age. TheBridge, the world's first app, designed for narrowing strategy to execution gap throughout the enterprise.