

RESULTS.com creates effective strategy sessions with SMART solutions



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Tim O’Connor, Chief Operating Officer, RESULTS.com

When mid-sized companies are looking to transform business potential into extraordinary results, they turn to RESULTS.com. The business execution experts at RESULTS.com help clients integrate best practices and execution discipline, leading to improved and measurable results.

When RESULTS.com launched their business almost 10 years ago, they sought a technology solution for their meeting rooms to help create effective strategy sessions with their clients. To ensure every meeting was efficient and productive, they needed a solution that inspired effective collaboration and enabled them to spontaneously integrate information and media from multiple sources. They chose to implement SMART Board interactive whiteboards.

They now have SMART Board 660 interactive whiteboards and SMART Notebook collaborative learning software in 24 meeting rooms across their 12 offices in North America and Australasia. The company is expanding rapidly, and over the next 5 years they plan to open another 15 offices in Canada, along with the implementation of an additional 25 SMART Board interactive whiteboards.

A core component of their process is to meet with clients on a weekly basis. “It is the most important hour they spend in the week in terms of execution of their business strategy,” says Tim O’Connor, Chief Operating Officer, RESULTS.com Canada.

“From our clients’ perspective, SMART solutions are seamlessly integrated into what they see as the RESULTS.com system,” says O’Connor, “A core benefit for us is how SMART technology enhances our delivery of applied learning, idea generation and decision-making on the fly.”

Using SMART solutions, business execution experts conduct sessions that include “dynamic best-practices education, with case studies, facilitation and accountability – all in one platform. And then we have an immediate, permanent record of it which is easily distributed to clients in PDF format,” explains O’Connor.

When working through a business decision with clients, business execution specialists often access a variety of information from different sources. With SMART Notebook software, they can simultaneously view websites, spreadsheets and brochure mock-ups, and annotate over them to clarify ideas

and highlight key information.

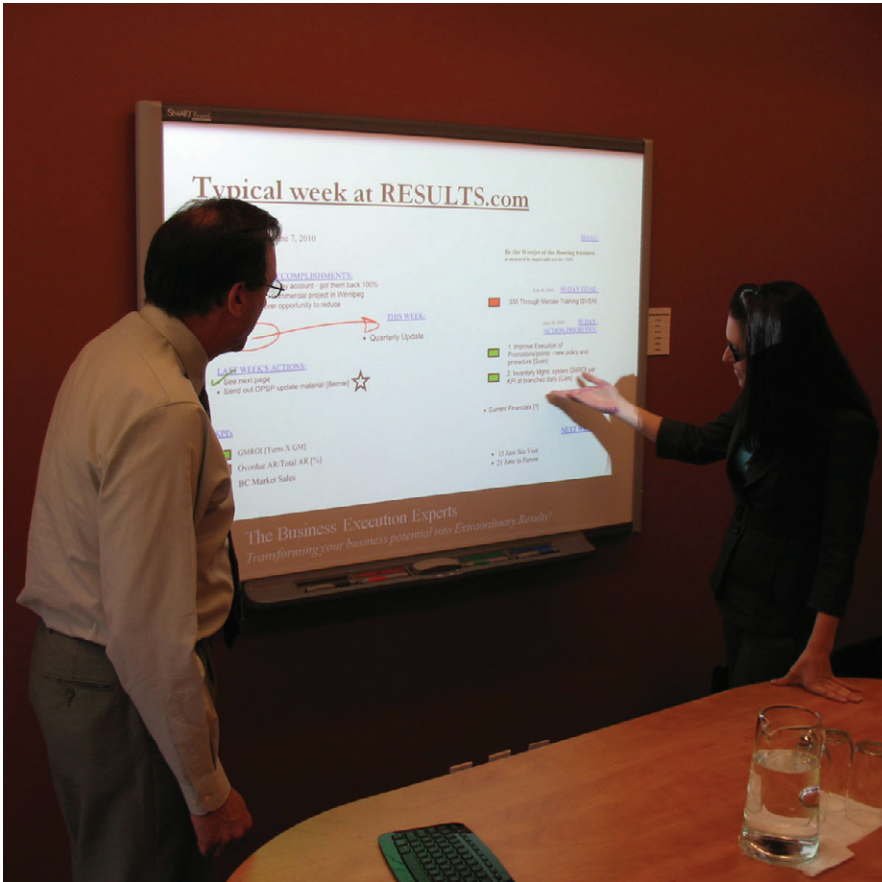
The ability to capture relevant information from a variety of sources and save all of their annotations in one file also reduces the amount of time required to prepare for the next week’s meeting. “It has probably reduced our meeting preparation time by one-third,” says O’Connor.

“Our meetings require continuity and accountability. SMART solutions give us this – we can open all of the previous week’s content in a single file. And our clients are more accountable for their action items, because the items have been captured in their own handwriting.”

RESULTS.com has created a number of custom templates that facilitate their strategic work with clients. For example, every weekly meeting includes the use of a Weekly Execution template that is used to assess items such as the client’s long and short term priorities, key performance indicators and weekly actions. They save custom templates in the SMART Notebook Gallery where they can be opened and reused at any time.

With a global reach, RESULTS.com has combined SMART solutions with desktop sharing programs to attract clients from outside of their physical office locations. Business execution experts can meet face-to-face with clients no matter the distance between them, and use SMART Notebook software to clarify concepts with ease.

“Three years ago, we hadn’t anticipated that we’d be able to deliver our services remotely for our clients. But now we can and we can do it effectively, giving



our clients the same quality of service through virtual collaboration,” says O’Connor.

RESULTS.com is growing rapidly and opening new offices around the world. Thanks to SMART solutions, business execution experts are able to provide continuity of service for their existing clients, no matter where they are located.

“Whether we’re meeting with our clients in-person or remotely, when we combine our system for business execution with SMART solutions, it creates a unique value proposition and gives our clients an experience that is unlike anything they get anywhere else. It makes our meetings come alive,” says O’Connor. RESULTS.com strives to provide every client with transformational moments, and the power they gain by integrating SMART

solutions is an essential part of their process.

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