

# VOC "Cubed" ... To Assure Most Accurate Decisions

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Going forward, we will witness every increasing numbers of techniques, methods and definitive terms attached to measuring business opportunities. Our MBA institutions are replete with new terms to describe old situations. For example the one that seems to be gaining traction is "customer stickiness." This term simply means the degree to which a customer is loyal to a supplier. I like it!

Please understand, I really like new anything that brings home a point in a meaningful manner.

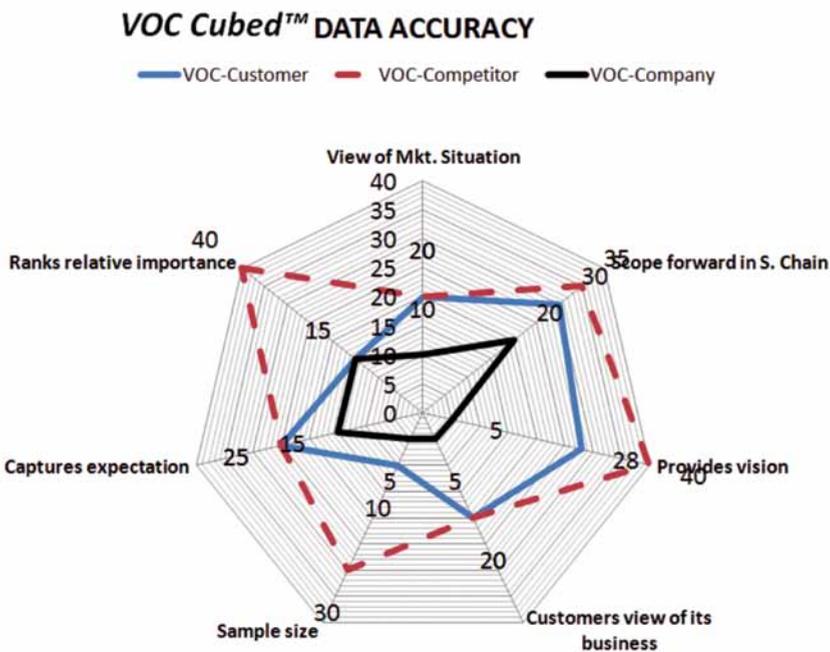
Therefore, liking this "name game" so much, I have coined a new term for a new business model . . . it's VOC Cubed™ .

VOC Cubed™ objective is to provide momentous improvement (most accurate) set of strategic and tactical intelligence inputs TO MANAGEMENT in supply chain assessments to date. Properly designed it can become a management tool in:

- Strategic and tactical planning
- Gaining insight into possible M&A elements... JV, Arms-length JV, Merger or acquisition
- Strategic and/or investment players... "roll-up" acquisition support... expand or enter new or adjacent markets

## So why and what is VOC Cubed™?

Why the VOC Cubed™ model? It is grounded on several factors but the most important fact is in the paints, coatings, adhesives, sealants and specialty chemicals industries, research (ours and others) have determined that a maximum intelligence input accuracy of only 45 percent prevails. That is, intelligence gathered through the value



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chains of activity from the end-users back thought to the suppliers is inaccurate 55 percent of the time. Therefore, there is major costly and tempo slippage in developing a precise product/service in the current process.

What is VOC Cubed™ model? It is coordination of three "voices." The Voice of Customer; Voice of Competitors; and Voice of Company bundled into one complementary discipline.

The VOC Cubed™ game plan has six components: Design; Search; Recommend; VOCustomer; VOCompetitor; VOCompany; Strategic Advice.

- Design specific approach for the client's approval
- Search & identify companies/opportunities that would fit the design criteria
- Recommend optional tactics for approaching companies/opportunities
- VOCustomer™: Full analysis of

selected customers in the segment focusing on unmet needs and how the "roll-up" plan could meet those and future market requirements.

- VOCompetitors™: Status of each competitor as it relates to customer needs; current, unmet and future.
- VOCompany™: After acquisition: Identification of the new acquisitions strengths, weaknesses and adequacies as revealed by the acquired company's leadership, management, and employees. In-depth analysis of leadership capabilities
- Strategic M&A Advice & Counsel:

The overarching, obvious benefit is the depth of understanding prior to making any long-term commitment and the ability to implement an acquisition, merger, Joint Venture or partnership quickly. **CW**