

2012
to
2015

OneWayForward Inc.

Hint of the Month 2012 - 2015

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2012

Jan. 2012 - Dec. 2012

January 2012 - When to outsource your tasks?

- Outsourcing refers to when an organization uses expertise from outside the organization to perform the required jobs. This can be the best choice for an organization when it lacks competent staff internally who possess the skills needed to perform the work, or when the required job is temporary that doesn't justify hiring permanent staff, or when the job is not of core business to the organization. In such cases, contracting a third party or hiring external consultants can be the best utilization of the organization resources.

February 2012 - How to calculate your training ROI?

- Training is an investment, and it is both time and money consuming. When it comes to finding the ROI of your training, you can't base that calculation on direct financial return. Knowledge gained from training is an intangible asset that increases your value as a professional. Your ROI can be reclaimed on the long term, either by a high paying position, or morale return like expert recognition and respect. As a best guarantee of achieving an ROI for your training, you need to pay attention upfront at the training program selection time for alignment to your personal and professional goals.

March 2012 - Why process improvement is important to your organization?

- All organizations of all kinds have processes, explicit or implicit, to perform their operations. These processes develop and evolve over time as the organization matures. Changes and modifications to the institutionalized processes are inevitable and can even happen unintentionally. However, planned process improvement with preset goals and targeted maturity levels can help the organization understand their current state and visualize the future desired state, while recognizing the big picture and the several interacting factors that define the organization operational effectiveness. This allows for improvement in a controlled manner.

April 2012 - Do you pay attention to documenting your experiences?

- Knowledge management is one of the key instruments that help organizations grow. It helps for capitalization on the organization's gained experiences from previous successes and failures. Documentation is an imperative practice if you are to manage your knowledge base. At all levels in the organization, people should record lessons learned, research findings, justifications and explanations for decisions made, and all other activities that may occur in any course of business conduct. Knowledge management systems can be paper based archiving files, or can be automated tool, or even cloud-based third party system, depending on the organization size and access needs.

May 2012 - What is Management Consulting as a service?

- Management consulting is the service of supporting the management of a certain organization in resolving their problems and improving their performance. Management consultants are knowledgeable experts and trusted advisors who possess the organized thinking and problem solving capabilities, and are able to provide an external objective advice to the client. The conduct of management consulting engagements involves identifying and analyzing the issue to be tackled, data research and analysis, and articulating recommendations. It's also common that consultants keep following up on implementation of the recommendations with the client.

June 2012 - Why translation is an important consideration?

- People naturally learn and process information cognitively in their mother tongue language. Foreign language in many cases represents a communication barrier. The ability to comprehend and acquire new knowledge in a foreign language is not as attainable as learning in mother tongue language. In addition to learning considerations, similar arguments can be made for communications for several personal and business purposes in native mother tongue language to help conveying ideas. Translation is also an integral aspect to localization when it comes to promoting ideas or products among several cultures. In order for these objectives to be achieved, quality of translation is pivotal.

July 2012 - Are you counter-productively competitive?

- Isn't competition a bit pointless? When you compete you put limits to your enthusiasm; your goal gets limited to exceeding your competitor level, which is a short goal. However, if you are a strategic visionary, you focus less on competition, your limits are the open horizon; actually you don't have limits; you go as far as your passion takes you, and you never feel fulfillment as you never reach an end. You will keep breaking your own records, achieving more and more, and when you occasionally look to your competitors for benchmarking you will find them far beyond because they are limited by their competitive position short targets.

August 2012 - To productize or not to productize?

- Businesses generally follow two main broad models: service-based businesses, and product-based businesses. The service-based business is formed around a set of services to be requested by customers and delivered at the specifications agreed, this kind of business is driven by customer request; a "pull" model. The product-based business invests in product development, and less effort at delivery time to sell ready made products; a "push" model. It's arguable that there is less control over sustainability in the service-based model because if there is no customer requests, there is no "pulled" business activity, as opposed to product readiness and push-ability in diversified markets. Economies can't be built around services only, there must be production.

September 2012 - What is exactly a project management methodology?

- A number of project management best practice frameworks and standards are popular and being adopted by organizations for their project management works. These universal best practices and frameworks are never intended to be used as is without adaptation and tailoring. Customizing the selected framework, or a mix and match of more than one of them, results in the implementation and application methodology that will be followed within the adopting organization in conducting its day-to-day project management activities. The methodology is generally in the form of customized and detailed processes, flow diagrams, templates, and other related documentation and tools that are readily usable by the practitioners.

October 2012 - How do clouds rain money?

- Cloud Computing is simply a technology concept that enables the use of IT resources, including software applications, remotely through the internet (the cloud) without ownership of assets or accountability for the maintenance and management overhead. Resources on the cloud are hired on demand and paid for per use according to the agreement with the service provider. Savings expected for businesses using the cloud capabilities are coming from reduction of: purchases of IT assets, space area use, energy consumption, development and operation staff effort, and avoiding under-utilization of resources. Achieving ROI from using cloud services depends on how efficient this model is for the frequency of your needs, where acquisition of resources internally can be more efficient in some cases.

November 2012 - What is organizational project management?

- Regardless of the size of the organization, project management practices help to smoothly drive and deliver projects in any organizational unit. Organizational project management (OPM) as a concept refers to the consistent adoption and application of project, program, and portfolio management practices throughout the organization, in alignment with the organizational strategic plan. This generally requires senior management commitment at an organizational level, driven and guided by the organization's strategic objectives. This effort can be coordinated by a dedicated organizational unit, like a project management office (PMO), and may be directed by a senior CXO level, for project governance functions.

December 2012 - How to measure your organizational project management maturity?

- Not all organizations are equally mature in deploying and implementing project management at an organizational level. Assessment models are available to help in determining how the organization is doing in adopting and applying project management practices, and to plan for an improvement path to reach the desired maturity state. Maturity is measured relative to the organization's objectives and business needs, instead of an absolute scoring reference. One of the most famous assessment models used in this regard is PMI's Organizational Project Management Maturity Model (OPM3), used in conjunction with the accompanying software tool ProductSuite, addressing project management practices one by one, and judging how well the organization is satisfying each.



2013

Jan. 2013 - Dec. 2013

January 2013 - Why do you need to lend yourself to continual improvement?

- Coping with changes in the market trends, customer needs, organizational objectives, technology developments, or even personal goals, makes it mandatory to keep improving as time goes, otherwise you would be risking losing momentum. In order to achieve continual improvement, we need to benchmark our status every period to compare the key measures with our previous state, and our target state. Applying formal methods or models for improvement may be a helpful guidance through this continuous journey. In doing this, it's important to pay attention to selecting your judgment and benchmarking measures to be relevant and indicative, so that you don't end up looking at the wrong measure and making the wrong decision.

February 2013 - What is the value of earning a certificate?

- Knowledge is an intangible asset, it can't be measured or quantified, and it only manifests itself in actual practice. To claim knowledge in some field is a self-assessment, that may not necessarily be objective or realistic. Certifications are a means to attest a person's knowledge to assure others of your level of knowledge. Qualifications are a competitive advantage and a distinguishing value that opens new opportunities and allows you to stand out among the crowd by being recognized with the right level of expert image matching your actual knowledge and experience. Certifications for organizations serve a similar purpose in assuring its customers, vendors, and other relevant parties of the level of qualities applied by an organization.

March 2013 - What is facilitation in consulting services?

- Facilitation is the technique of enabling others to do the job by themselves based on directions and advices with minimal intervention. This technique is used in providing consultation services so that the consultant makes consultation visits to the customer site in order to review progress with the customer's staff implementing the project work, and to provide guidance and directions for the next steps in the project. Facilitation visits are usually prescheduled with the customer coordinator, and can be conducted on demand as needed, depending on the agreement between the two parties. Facilitation skills are important for the consultant to possess in order for such consultation arrangements to be successful, as well as communication and coaching skills.

April 2013 - What is the value of standardization?

- Standardization is unification of protocols, processes, and languages related to practices of several fields. Adopting and aligning to global standards means allowing interoperability and mutual understanding across all stakeholders in any specific arrangement. Standardization is generally perceived as of global nature, however, standards can be developed at several scopes, like national or regional standards. The most known global standardization body is the ISO organization, with member national standardization bodies of most countries world wide. Standards by themselves don't imply being mandatory or obligatory unless so specified by a regulatory requirement. Many standards, but not all, are used as basis for certification to qualify organizations practicing according to the standard.

May 2013 - What is CMMI?

- The Capability Maturity Model Integration (CMMI) is a model developed and owned by the Software Engineering Institute (SEI) of Carnegie Mellon University. It represents the integration of predecessor versions of CMMs (Capability Maturity Models) in various disciplines. There are 3 constellations of CMMI: CMMI-DEV (for development), CMMI-ACQ (for acquisition), and CMMI-SVC (for services). The CMMI model basically consists of process areas with goals and practices to be achieved at each level of 5 staged maturity levels and 3 continuous capability levels. Maturity levels refer to predefined set of process areas to be achieved at each level. Capability levels are measured for selected process areas in a target maturity profile. Organizations get certified for the achieved level of CMMI through official appraisals.

June 2013 - How CMMI Appraisals are conducted?

- For an organization to be certified for achieving a specific maturity level according to the CMMI model, an official appraisal must be performed. CMMI appraisals are conducted through reviewing the documentation of the project samples provided for the appraisal, in addition to on-site interviews with the staff of the organization being appraised. The purpose is to collect evidence for satisfying CMMI goals and practices for the process areas under the appraisal scope depending on the targeted maturity/capability level. The appraisal is performed by an appraisal team, led by a CMMI lead appraiser certified for the specific CMMI constellation being used. If the appraisal is successful, the organization is granted a certificate for the achieved level, to be renewed every 3 years.

July 2013 - What is the Balanced Scorecard?

- The Balanced Scorecard (BSC) is a strategic planning and management tool. It is used to define the organizational strategic objectives and the associated metrics and KPIs and targets on four main perspectives: Internal/Processes, External/Customers, Knowledge/Growth, and Financials. It usually takes a matrix form, with the four perspectives taking the rows headers, and the columns being the strategic objectives for the specific perspective, metrics and KPIs to measure, the targeted value for each metric, and the organizational initiatives to be taken to achieve these targets and objectives. The BSC is derived from the organization's strategic vision, mission, and goals, and it facilitates continual monitoring of the strategic plan performance by assessing achievement of objectives.

August 2013 - When NOT to mind the big picture?

- "Think Big and Act Small" is a famous business motto. The purpose of this statement is to stress on the importance of seeing the big picture while executing at the small scale of your scope in hand. This is intended to align the small scale activities to the bigger vision of the greater whole. However, the big picture is sometimes discouraging, off-putting, and better not to see at all when acting at the small scale. Getting distracted by the struggles hindering the progress of the big thing may impact the bottom line. The normal flow of the vision and actions is top-down, but in cases of environments undergoing substantial changes and suffering instability, vision may become obscure. The lower levels may need to refrain minding about the big picture, even if temporarily, to protect their bottom line.

September 2013 - What do the people want?

- An essential part of business planning and strategy definition is demand analysis and management. Demand refers to what is needed and desired in the market and what the target customers want and expect. Demand analysis helps any business in balancing their capacity of resources and supply of products and services against the anticipated demand and the identified customer profiles and their demand patterns. By maintaining this balance, both undesirable extreme cases of shortage or surplus of resources can be avoided, saving costs and retaining customers. Demand management may also involve influencing demand in the market and soliciting it, for example through special offers and deals that change the customer demand patterns. Tools used in demand management can include surveys and historical data analysis.

October 2013 - Are you culturally intelligent?

- Cultural difference is one of the inevitable aspects in business environments. If it's not in your workplace then it would be in dealing with your customers and suppliers. Many conflicts and issues in business relationships can be traced back to cultural difference, and are candidate to escalate to bigger damage and failure at a wider scope. Being culturally intelligent is how you can appreciate and correctly interpret these expected and normally existing cultural differences to cope with them in a mutually beneficial and fruitful relationship. Culturally intelligent people are usually of mature personality and open mindedness, with insightful and objective character. They exhibit self-mastery and don't jump to conclusions, act based on pre-assumptions, or stereotype regarding the other's behaviors and intentions.

November 2013 - What is the difference between Governance and Management?

- Two close functions that are sometimes confused. While Governance and Management are complementary to each other in practice, they are actually different in meaning. Governance sets the direction and framework of policies and objectives to which Management needs to comply. While Governance is mainly concerned with direction setting and compliance audit, Management is concerned with planning, performing, and monitoring activities meant to achieving the objectives set by Governance. At a general organizational level, Governance roles are typically carried out by a board of directors, while Management roles are assigned to the executive staff led by a Chief Executive Officer. Similar roles can be found in various forms of organizations, like projects, programs, institutes, or governments.

December 2013 - What is Amazon Web Services (AWS)?

- Amazon Web Services is a subsidiary of Amazon Corporation. It comprises mainly of cloud computing services, ranging from IaaS (e.g. virtual machine instances and machine images, storage), PaaS (e.g. database systems, networking components and interfaces, domain name service and content distribution), SaaS (e.g. software applications for email campaigns, workflow management tools), and other supporting services. Amazon Web Services is recognized as the world largest cloud services provider, and it has agreements with major players in the IT services field like SAP, Microsoft, Oracle, IBM, to avail their products on AWS components that are procured by business customers, and managing licensing accordingly. Pay per use model is the most prominent benefit of using AWS services, in addition to reliability and support.



2014

Jan. 2014 - Dec. 2014

January 2014 - How can Portfolio Management practices benefit your organization?

- Portfolio Management is a critical function in planning and driving the strategic direction of any organization. Application of these practices is usually an assigned responsibility to a dedicated portfolio manager or a management team/board. The core objectives of portfolio management activities are to filter proposed initiatives to best allocate investments and resources in a way that aligns with and achieves the defined strategic goals of the organization (doing the right work). This is done through a series of steps applied to the set of proposed initiatives, passing through identification, categorization, evaluation, selection, prioritization, and resource allocation to the approved initiatives. These activities are performed periodically on new and ongoing initiatives for continual review of the portfolio.

February 2014 - Did you try the continual improvement approach?

- This approach is defined in the Continual Service Improvement module of ITIL, and it is generic enough to be applied in many other contexts. The model consists of a series of steps that form a closed loop for continual improvement, each step is represented by a question for what you should determine at the specific step. The questions in order are (1) What is the vision? - where do you want to go or what is your ultimate goal? (2) Where are we now? - current state assessment or gap analysis (3) Where do we want to be? - what is the next step on your way to the ultimate goal? (4) How do we get there? - plan for action to move (5) Did we get there? - continual checking if you reached or not (6) How do we keep the momentum going? - don't stop, keep going on a continual improvement journey.

March 2014 - Why should you conduct Succession Planning for your organization?

- Leadership is not eternal as human beings are not eternal. In order for organizations to extend and sustain beyond the boundaries of people availability, second line leadership should be in place. Succession planning enables organizations to grow leaders of the future to allow for smooth transition of leadership without disturbance to operations. Current leaders plan for their succession (also known as Exit Planning) by identifying promising personnel with leadership potential, providing them with development opportunities, and engaging them in shadow leadership responsibilities, so that they are ready to take over future leadership. A side product of succession planning practices is that employees have career growth and progress opportunities which enhances employee retention.

April 2014 - What is Management by Objectives (MBO)?

- Managers don't need to take the micro-management approach in directing their subordinates. Equipping these subordinates by a map to the desired destination will enable them to make decisions autonomously based on the defined objectives. This concept applies at all levels of the organization, where the vision and organizational objectives are shared by top management across the organization so that everybody is engaged in goal setting and working towards the same direction by understanding the big picture. This is what Management by Objectives entails as a management approach, also known as Management by Results. In order for this approach to be effective, the agreed objectives need to be specific and measurable for further monitoring and follow up.

May 2014 - What is Management by Exception (MBE)?

- Organizational roles and responsibilities are there to define who is involved in which activity in performing the day to day business and operational processes. There is normal behavior expected from performing these activities to get the planned results. However, when deviations happen by any exceptional behavior, super roles need to be invoked to manage such exceptions. This is what referred to as Management by Exception (MBE), where managers don't normally need to track every single event happening in the organization, unless escalated for their involvement when exceptions occur that couldn't be resolved at lower levels; for focused attention and effective use of management time. Exception management procedures define how exceptions should be handled when thrown from any process or activity.

June 2014 - What is Enterprise Architecture (EA)?

- Enterprise Architecture is the concept of developing architecture models (in the form of system components and relationships) that transform the business processes and operation from a current baseline state to a future target state. This is done in light of the business strategy and goals, and in response to various changes in the business environment. Enterprise Architecture is carried out across the domains of business architecture, information systems architecture (application architecture and data architecture), and technology architecture. Architects engage enterprise stakeholders to understand their concerns and take in consideration in developing the new architecture. Depending on the scope and timeline, intermediate transition architectures can be planned in between the current and future states.

July 2014 - How to solve problems?

- There are many problem solving techniques, some address removing the cause of the problem after it occurs, while others take a proactive approach to prevent potential problems from occurring. Techniques in the first category include cause-and-effect analysis for root cause identification of a problem, why-why analysis for simple issues where you keep digging down to find the cause of causes, Pareto analysis to identify the few common causes that lead to most of problems, scatter diagrams to understand correlation between causes and issues, and other methods. The preventive techniques adopt a continual improvement approach like Kaizen method, or risk management approach like failure mode and effects analysis, which analyzes possible deviations and what problems can arise from that to take early measures.

August 2014 - How to define interfaces between processes in various disciplines?

- Your project management staff applies a set of processes, the IT staff applies a set of other processes, the quality management team adopts yet another set of processes for their operations. Groups of professional disciplines in your organization will usually seek to adopt practices and processes from industry standards in their area, still there must be interfaces between these teams in working together to get various tasks done. To reduce redundancy and waste across processes applied everywhere in the organization, these interfaces need to be identified and well managed. Input and output flows between processes need to be streamlined, and common processes need to be defined at higher levels in the organization with the possibility of tailoring at lower levels to ensure consistency.

September 2014 - What is the difference between translation and localization?

- Used interchangeably sometimes, translation and localization are different in nature and purpose. While translation generally refers to mapping text from one language to the corresponding text in a target language to convey the same meaning, localization takes in consideration other concerns more than language mapping. Languages incorporate cultural aspects of societies who speak these languages, and those cultural aspects are what distinguish the wider scope of localization from the narrower scope of translation. Cultural differences are of interest and focus in many industries. However, it is purposefully intended in some cases to convey culture aspects of the source language to be understood in the target language in which cases localization is not subject to application.

October 2014 - Is it valuable to have a PMO Service Desk?

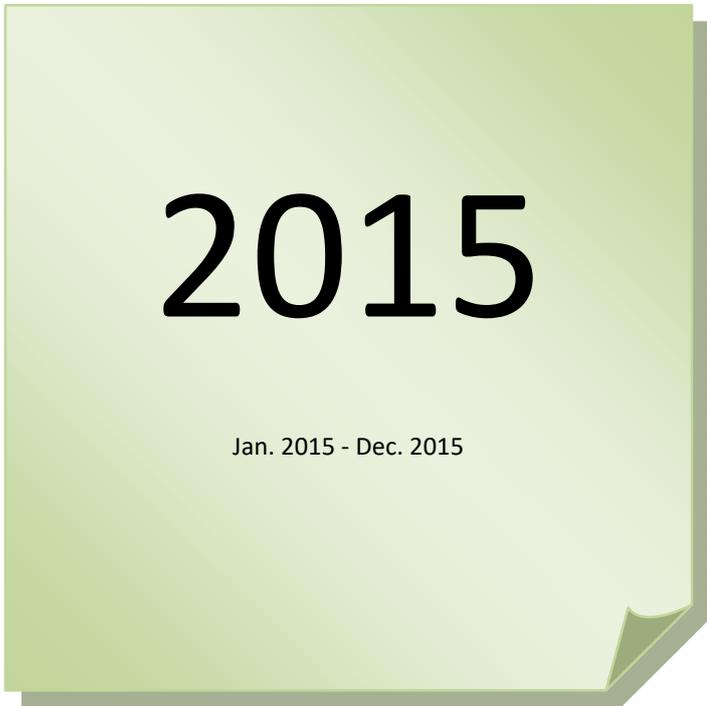
- Imagine that you as a project manager are being dealt with as a customer for your company's PMO, how would that make a difference for you and your company's business results? The PMO is in a way a service provider of project management services to the bigger organization. All parties receiving these services from the PMO are customers for it. A service desk is the first point of contact for the customers with the service provider; the PMO. Treated as customers, the project managers and other internal customers are promised of customer satisfaction of the service, which can be counted as one of the factors to evaluate the PMO effectiveness. This shouldn't limit or contradict with the PMO role of monitoring and evaluating projects and project managers performance.

November 2014 - How to select your management software tools?

- Automated software tools are indispensable components of management systems, along with other components including people and processes. However, some cautions should be taken when choosing your tools. The first decision you need to make is make (internally develop) vs. buy (acquire) vs. lease (like web based tools). This decision mostly depends on cost and technical support factors. Then you need to make sure that your tool will enable customization as your business model changes and evolves. It's important to note that tools are assistance aids, they should be designed as per your process requirements, not the opposite; you shouldn't allow tools to entail how your processes are designed. Functionality, usability, and flexibility are the guiding factors in making this choice.

December 2014 - What is the Internet of Things (IoT)?

- A growing trend in technology is to equip "things" with their own connectivity and network/IP address, so that they become intelligent things. Also known as machine-to-machine (m2m) communication, the Internet of Things promises for higher productivity and ease of life. The emerging spaces of application of this concept include Smart Homes (using sensors and networks to speak with your devices even when you are not in place), Smart Cities (including connectivity of transportation means and various citizen services), Wearable Technology (self monitoring cloths, accessories, and fitness trackers), and many other applications in the manufacturing and medical fields, among others. Main concerns here will include security and handling of the accumulated Big Data.



2015

Jan. 2015 - Dec. 2015

January 2015 - Should we avoid a spaghetti-on-the-wall strategy?

- Mostly attached with technology companies, the spaghetti-on-the-wall strategy mainly refers to a trial and error marketing approach. Cook spaghetti, throw it on the wall, if it sticks then it's well cooked (a successful strategy), otherwise, it's a failed strategy, try cooking again. Since changes in technology products are fast and with short spans, facing a difficult to predict customer appetite, they apply this strategy by developing new models every now and then, and watch customer reactions to them. A spaghetti-on-the-wall strategy can be viewed as an agile way of planning, but needless to say it's very risky and vulnerable to losses. Aside from marketing and R&D activities, such strategy is an evident indication to deficit in vision and planning capabilities. It is one of such things that are toughed to be avoided.

February 2015 - Are you adept at applying conflict resolution techniques?

- Conflicts arise in all possible kinds of situations and in various contexts at different levels. Being in the conflict situation, either as one of the conflicting parties or in another capacity of involvement, means that you can contribute to resolving the conflicts in hand. While it is some sort of personal soft skills, conflict resolution can be learnt and facilitated by common recommended techniques. Win-win resolutions are the most desired outcomes, and sometimes each party needs to compromise in order to reach this end. Facilitators for conflict resolution need to avoid taking sides, unless in case of absolute truth, so that they don't end to win-lose abrupt evacuation of the conflict.

March 2015 - What is the difference between a customer and a user?

- The customer and the user are sometimes the same person, but not always. The customer is basically who is contractually and financially accountable in relationship with the provider of a service or product, while the end user is who eventually interacts with the provided service or product. For example, if an employer contracts for internet service or mobile service for its employees, then the employer is the customer for the contracted services, and employees are users of the services. But if you contract for a service for yourself, then you are both a customer and a user. Both customers and users are included when we refer to customer support.

April 2015 - Are you a good decision maker?

- When making decisions, you need to gather as much information and many inputs as you can so that your decision be a well informed decision. Building on the collected inputs and information, you use decision making techniques to reach your final resolution. Evaluation and selection techniques, to choose from among alternatives or possible paths, include techniques that use weighted scoring, probability and scenario analysis, and risk estimations. Such evaluations can be in quantitative (e.g. numerical or financial) or qualitative terms, based on the aspects being measured and selection criteria. You finally get a prioritized list of possible alternative with their merit/risk value for your final judgment.

May 2015 - Are you diamond or coal?

- It's believed scientifically that coal may turn into diamond if subjected to high pressures from surrounding rocks, stimulating chemical operations that turns coal's carbon into diamond particles. Same thing can happen for you through your life experiences, when shocks, failures, struggles, and depressions leave their high impact on your inner strengths and grow you more mature, more resilient, and stronger in facing what lies ahead to achieve bigger successes. Nobody grows without challenges and failures on the way. So, we need to appreciate the obstacles we face on our way and extract the lessons to be acquired from these experiences, find how to capitalize best on them, and move on.

June 2015 - Is there a difference between Service Desk and Help Desk?

- From a user / customer perspective, the difference may not matter. But from the perspective of the service professionals, the Service Desk naming carries more implications than the Help Desk naming. A Help Desk basically is the emergency force, the core kernel of the support functions, to get things up and running as soon as possible, through successive lines of support. The Service Desk covers a wider scope function, a superset of the Help Desk purpose. The Service Desk is to be involved in a more intensive set of service management processes and customer facing roles, with customer satisfaction and communications management being key duties.

July 2015 - What is Green IT?

- Green IT is the concept of employing technology to support the mission of environment friendly operation. There are two main aspects of Green IT: to reduce the carbon footprint of IT operations, and to use IT tools to enable reduction of the carbon footprint of other non-IT operations. Lower energy consumption, lower carbon emission, recycling, and reuse are all among the core objectives of being Green. Virtualization, telecommuting, cloud computing, minimizing printing, and power saving are examples of techniques to be Green. Organizations and products are graded based on maturity of their Green practice and a number of scales and certificates exist for this purpose.

August 2015 - Is the Arabic language important for business conduct?

- If you are doing business in the Arabic region, you can't afford answering no to this question. Testimonials by Arab and non-Arab business people in the region confirm that learning the Arabic language and culture supported their business success and enhanced understanding as shown by the success stories they cite. While learning the language is a far shooting endeavor, still acknowledgment of the importance of adoption of the Arabic language in business in the region, and planning for developing this capability in your business practice, is just an essential aspect. In particular, business Arabic is more easily attainable for business conduct purposes, rather than comprehensive language study.

September 2015 - Are you setting customer satisfaction as a priority?

- Your customers are the real enablers of your growth. Businesses can only expand and develop an identity by engaging with an extending customer base. Your attention shouldn't be only on getting new customers, retention of the already gained customers is equally important. Previous customers form your reputation and business image based on their experiences in dealing with you and perceptions of the services or products received. When managed properly, customer satisfaction can work as a referral agent for getting you more and more leads. If you mistakenly think that a deal is done regardless of whether customers left satisfied or not, then consider changing this mindset.

October 2015 - How to balance growth versus profitability?

- Business growth needs continual profit making, while on the other hand profitability is directly proportional to business size. It may seem like a dead lock between business profitability and business growth, where they are interdependent on each other. However, with tactic planning and an act of balance, you can achieve progress on both dimensions in parallel. Excess growth without a corresponding level of profitability is a matter of risk taking, which can be a success strategy for some kinds of businesses under some circumstances. The opposite is more like making living without growth ambitions. Pay attention to taking steps on each dimension once your position on the other enables you.

November 2015 - Are your partners rewarding?

- Partnerships and alliances are byproducts of business conduct. The trigger of building a certain partnership relationship can be any target, ranging from sharing a business opportunity that you can't pursue solely, to business politics and power balance factors. However, not all partners are equal, neither in their importance and value to you, nor in their impact and power. You need to understand your business need behind establishing, or further maintaining, a partnership relationship, and the influences resulting from such partnerships on your business ecosystem. In the unusual case of designating some partnership as counterproductive, actions to withdraw from it need to be taken nimbly.

December 2015 - How effective is virtual training?

- Traditional classrooms have been, and still are, the most common way for training conduct, with the advantages of physical co-location and direct interaction between instructors and attendees, engaging all senses of the attendee. Gradually spreading, virtual training platforms are aiming at alleviating some burdens, with the advantages of flexibility in time and location, less costs, and higher productivity. Virtual training can be instructor-led or on-demand interactive conduct, while the later turns training into a product rather than a service. The question of virtual training effectiveness can thus be reduced to a question on effectiveness of the underlying technology.

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Commercial License # 42678, Commercial Register # 15731,
Tax ID # 376-625-759, 6th of October, Giza, Egypt
US Tax ITIN: 923-99-9817



Egypt Office:

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Sheikh Zayed City, Giza, Egypt
Working Hours: 08:00 AM - 05:00 PM
Saturday - Thursday

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Location 20 min from [Sphinx International Airport](#)



Dubai Office: (hired on-demand)

Regus Business Center,
Burjuman Business Tower,
Burjuman, Dubai, UAE



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