

BMG Diagnostics and Assessment Services

Service Description

The Bell-Mason Group offers a proven portfolio of best-practice diagnostic tools and services for assessing both emerging business (EB) creation initiatives and investments in innovative ventures (whether incubated, external investment, or joint venture).

Methodology and Tools

Over the past 20 years, the Bell-Mason Group has developed and continually refined a stage-gated framework and rules-based methodology for assessing the progress of and risks associated with corporate investments in innovative ventures.

The Bell-Mason methodology employs two primary assessment tools:

- The Bell-Mason Diagnostic (BMD) – focused on an individual venture
- The Venture or Emerging Business Organization Diagnostic (EBOD) – focused on the venturing/emerging business creation and innovation organization

These diagnostic tools are designed to enable efficient, in-depth status checks on progress in 12 key operational dimensions as a venture or EB organization evolves through 5 stages to maturity.

The Bell-Mason Methodology and diagnostic tools are made available to clients in two ways:

1. As an assessment service, often in conjunction with ongoing advisory support and 'progress accelerators' (tools, techniques, etc) for implementing priority recommendations
2. On a licensed basis, where BMG certifies select practitioners to conduct diagnostics within an individual corporation

The Diagnostic Process

- Background material review and initial CEO/GM interview to determine appropriate assessment stage
- 'Staging' interview with venture or EB organizational leadership to select appropriate questionnaire(s)
- In-depth diagnostic interview session with key venture managers and executives
- Assessment report and priority recommendations developed
- Presentation, interactive findings review and planning session with executive leadership team

Deliverables

- BMG Diagnostic services:
 - Summary assessment report with priority action planning recommendations
 - Relational spider graph, or kiviati, that displays venture or organizational data relative to 'ideal,' best practice evaluation
 - Facilitated executive planning session
- BMG methodology and framework licensing and practitioner certification
 - Integration with client company language and operating processes and BMG support for implementation planning

- Certification of and on-the-job training for select corporate BMD assessors
- Ongoing corporate practitioner counseling and support

Time Required

- Assessment cycle is ~ 10 days to prepare for, complete and develop final report
- TBD based on customization and training schedules for BMG methodology and framework licensing and practitioner certification initiative

Results

Clients find the BMG methodology and tools to be invaluable in both efficiently and effectively:

- Driving alignment around goals and performance expectations using a common language and frame
- Reducing risk by identifying and prioritizing small issues before they become big ones while funding to milestones
- Increasing probability of success by accelerating smart resource investment... doing the right things at the right time

Why BMG?

With our BMD and Venture Business or EBOD diagnostics, BMG offers clients the benefit of 20 years of experience honing our methodology and tools across a broad spectrum of technologies and organization types. BMG excels at leveraging our operational experience and expertise while seamlessly applying our approach to both newly created or existing corporate ventures and corporate venturing programs.