

# Strategic JAD Facilitation

## Solution Overview

Strategic JAD (Joint Application Development) is a facilitated approach to decision making. Now a widely used business concept, JAD was originally developed to ensure that software development projects were guided by the business requirements of the organization. The JAD processes revolve around collecting input from the business users when plotting company objectives and making decisions about execution on plan.

## Business Needs

Decision making is paralyzed due to contesting initiatives:

- ◆ The direction of the company may not be clear and there is little consensus on tactics or approach
- ◆ There is disagreement on new service offerings, product launches, platform technology and other key issues that require material decisions
- ◆ Decision making is bogged down in analysis with no clear milestone event for moving forward
- ◆ Meeting schedules are full; however, there is little progress toward results

## Business Solutions

ReD will facilitate a strategy session using JAD techniques to quickly and effectively bring clarity to an issue and document relevant decisions. Our approach combines our extensive experience in delivering card industry solutions with our in-house JAD facilitation expertise. The ReD facilitator sets the agenda and leads the session by asking questions and providing expert level input, where appropriate, to ensure that participants have the requisite information to make informed decisions.

## Corporate Information

ReD Consulting provides planning and analysis services to leading organizations seeking to improve their profitability, service and competitive position through existing and new technology. ReD has helped more than 400 customers in over 40 countries develop practical solutions to the challenges and opportunities they face. ReD Consulting is part of the Retail Decisions group. Retail Decisions is in the business of adding value to payment transactions and is involved with electronic payment systems on a global basis, working with banks, retailers, card, petroleum and telecommunications companies.

## Contact Us

**ReD Consulting Inc**  
508 Main Street  
Marble Falls, TX 78654

Telephone toll free: 866.798.9118  
Telephone outside USA: 830.798.9118

Project Phase	Project Deliverables
<b>Step One:</b> Prepare for Discussions	Relevant documentation will be distributed to participants. ReD may conduct pre-JAD interviews with participants
<b>Step Two:</b> Conduct Discussion Session	The results of the facilitated session are the decisions made by the participants
<b>Step Three:</b> Documentation of findings	A document detailing the topic of the session, associated issues, proposed solutions, issues and next steps
<b>Step Four:</b> Present findings to Senior Management	A presentation of the overall findings
<b>Step Five:</b> Revision and finalization of Decision	The final written report following the conclusion