



Customer Alignment Consulting, LLC



Mark Noneman

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founding Partner of Customer Aligned Consulting where he specializes in accelerating the performance of individuals, teams and organizations through enhanced alignment with customers.

With over twenty years of experience in local and global organizations, he has expertise in business planning, product definition, project and program execution, and continuous improvement.

Working with companies such as TRW, Nokia, Mentor Graphic, Cadence Design Systems, and several small startup companies, Mark has used tools and techniques to help people, teams, and organizations align talents, skills, and motivation to achieve real results. Examples of tools and techniques include:

BUSINESS PLANNING

- * Hoshin Strategic Planning
- * Balanced Scorecard
- * Stakeholder Interviews with Language Processing
- * Continuous Improvement Programs

PRODUCT DEFINITION

- * Voice of the Customer
- * Concept Engineering
- * Quality Function Deployment
- * Requirements Management, Development, and Inspection

PROJECT & PROGRAM EXECUTION

- * Project Management Best Practices
- * Agile Development Practices (e.g., Scrum)
- * Metrics, Analysis, and Reporting

CONTINUOUS IMPROVEMENT

- * Plan-Do-Check-Act
- * Goal Setting
- * Metrics Development, Analysis, Action Planning
- * Communication & Accountability

To make it all happen takes clear goals, discipline, data, and accountability. Mark has used these tools and others to help teams get clear about what needs to be done and why, how to go about doing it, and making sure it happens.

The most powerful tool is data. You may have it. You may not. But you need it and you need to be able to understand it to run your business. Mr. Noneman's expertise in developing metrics (using the Goal-Question-Metric process), analyzing and reporting data can help you see your business clearly and transparently.

Of course, communication is key: to executives; to employees; to directors; to customers. Mark knows how to clearly communicate with each of these stakeholders.

Mr. Noneman's experience and knowledge of best practices, processes, and metrics can help your team know what needs to get done, why, how to achieve it, and have the data to know when they get there.