



APLIN LEADERSHIP PROSPECTUS

We map rigor to realities...we amplify your leadership.

“A successful man is one who can lay a firm foundation with the bricks others have thrown at him.” -David Brinkley

“There are two types of people: The ones who give you 50 reasons it can't be done... and the ones who just do it.” -Hoda Kotb

The Executive's Dilemma

When executives try to increase the performance capability of their organizations, they often realize that the process is more complicated than was anticipated. There are embedded and systemic human and organizational factors that resist or complicate change, even when the idea of change is fully supported by the employees.

The challenge is in the true nature of large organizations, which gravitate towards less-than-change-friendly bureaucratic structures. Large organizations naturally become rigid and duplicative, and resist accountability and transformability.

Traditional leadership and investment methods have temporary, partial effects as they consistently fall short of coordinating a lasting impact in the structural elements of the organization, which in turn, affect the emergent and sustained value of employees and their integrated capability.

In response, nearly all executives turn to some type of performance engineering to improve their organizational performance and business success. These executives are seeking rigor in their organizational realities. The exact methods take on numerous forms of analytics woven through quality checks, human development, and strategic information. The goal is to know more, influence more, and shape the performance through deliberate actions.

Unfortunately, not all performance engineering methods are equal. The use of buzz words and management fads are really no substitute for continual, rigorous analysis that lead to comprehensive and lasting impacts. Inferior methods leave executives frustrated with a high investment-low return value proposition.

Effective performance engineering must be executive-ready, employee-ready, and value-ready. With over 20 years of study and more than 30 applied cases, Aplin brings a reliable discipline to executive leaders—one that shapes success, despite the nature of large organizations. Ours is a reliable, practical discipline for organizing applied science and emergent technology. Ours is the *Performance Architectural Science Systems* discipline.

David M. Paschane, Ph.D.
Lead Scientist, Aplin Labs
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Three Priorities of Every Executive

Executives must orchestrate planned actions across an array of employees and departments. To be successful, executives need to prioritize their work in three areas—rapid engagements, risk control, and rigorous culture. These are the initial value perspectives of Aplin’s services.

RAPID ENGAGEMENTS

Executives have no time to waste. Customers, stakeholders, and employees need their attention. Success is rarely a product of delay. It is critical that work is streamlined and operates at a consistently high tempo of execution. Executives need rapid engagements to quickly know what information matters in each situation, and what channels of execution will expedite necessary actions. Where executives have persistent streamlining, they can improve their speed and accuracy in influencing complex value.

RISK CONTROL

Executives must control risk inside and outside the organization. Performance risk is driven by inadequate capability, disengaged employees, and systemic structural barriers in the organization. Customer risk is driven by poor responsiveness in engagements, a misunderstanding of variation in needs, and inadequate accounting of what causes outcomes. Executives control risk best when they can engineer deliberate knowledge, learning and action, despite common and systemic risk drivers.

RIGOROUS CULTURE

Executives set the tone and expectation of rigor; challenging assumptions, checking facts, articulating goals and strategy with clarity and purpose. Normalizing rigor enhances and reinforces employee determination to be accurate, review work with colleagues, and test alternative enhancements in work designs. Rigor can be a culture. It can be embedded. Executives who seek rigor drive out waste and reinforce focus, and encourage best efforts by everyone in the organization.

Executive’s priorities are achieved through disciplined design—designs that raise value and amplify executive leadership. Aplin is an ideal partner in shaping these priorities through vigorous designs and scientific discipline.

A Reliable Discipline for Performance Engineering

Many academic perspectives guide sciences and scholarship, but few guide how we study and shape the capability of our work within large organizations. What is missing is the methodological integration and self-examination of perspectives and their resulting performance engineering methods. Executives need a dedicated discipline for truly sustaining growth in performance capability.

PERFORMANCE ARCHITECTURAL SCIENCE SYSTEMS

To meet the needs of executive leadership, the *Performance Architectural Science Systems* (PASS) discipline was developed as a “trans-disciplinary science” that can be flexibly applied to any large organization. PASS allows for adaptive integration of testable methods across multiple cases from various fields of work and operations.

PASS performance engineering is uniquely suited for identifying and aligning sub-optimum or absent capabilities in organizational functions while reducing risks and improving the analytical and organizational structure of the organization. PASS deepens executive awareness, shapes employee leadership, and enhances control over the factors of performance and performance capability. It unlocks trapped value.

PASS has two fundamental goals: (1) Develop growing performance leadership in employees to unlock the full expression of their value within the organization, and, (2) Design analytic components to fit the organizational structure so that the executive can control the growth of performance capability and value of a learning culture.

Employees are dynamic human beings whose value is affected by the organization. By design, employees can gain and contribute significant value, especially if analytics are used to shape employees’ motivation, concentration, awareness and discretion. In parallel, organizational change reinforces performance leadership—it is a design that shapes employees’ primary information, operations, secondary information, and structures tertiary information. The interaction of performance leadership and organizational structure is the basis of amplifying executive-driven performance and capability.

Every large organization has an executive who would benefit from PASS performance engineering, as will the employees under such leadership.

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BUYING APLIN SERVICES

Aplin PASS Performance Engineering is neither management consulting (technical or strategic advice), nor software development (new information systems). Ours is the streamlined, low-risk alternative.

We apply scientific methods to a set of services that fit developing performance leadership among employees, and the changing structural and strategic needs of the organization. Employees learn how to enhance their performance capacity. Executives learn how to amplify their leadership. Together they release trapped value in an organization; an effective “force multiplier” that serves as a tangible resource for organizational success:

Performance Analytics Operation – The PAO is Aplin’s one-year performance engineering model for sustaining in-depth change to a customer’s specific business operation. We integrate and normalize adaptive analytics; and, convert the use of analyses into a means of developing performance leadership among employees.

Executive Design Services – Aplin provides executives with short-term, itemized performance engineering that fits management’s immediate needs. The services include analyses, technologies, coaching, and graphics. Individually, or combined, these services enable the executive to investigate and influence internal and external conditions affecting leadership goals.

Advanced Initiative Analytics– Like an insurance policy, these services extend executive oversight through a partnership in controlling risks and fitting change within the emerging performance capabilities. AIA can operate in parallel with a traditional Aplin engagement, proceeding and following it to ensure optimum success.

GOVERNMENT PROCUREMENT

Aplin is offering a PASS-licensed, unique service, which enables direct procurement (see 41 U.S.C. 253 (c)(1), and FAR Subpart 6.3, 6.302-1; FAR Subpart 6.3, 6.302-1 (b)(1) and (2)); and is a justifiable no-protest set-aside under the service-disabled veteran-owned small business (SDVOSB) concerns (FAR 6.206), as Aplin is a certified SDVOB Business. Our services cover many of the actions required in the 2010 GPRMA (P.L. 111-352) and 2014 Digital Accountability and Transparency Act.



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Computerworld Magazine (June 6, 2013) featured PASS in a report about recent performance engineering cases at the Department of Veterans Affairs. The article highlighted PASS cases unlocking trapped value in an organization. Subsequently, Aplin was honored with Computerworld's prestigious Premier 100 Leadership Awards.

Our goal in both research and services is to amplify Executives' leadership, create real and lasting performance change, and humanize work by fostering performance leadership in all employees.

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