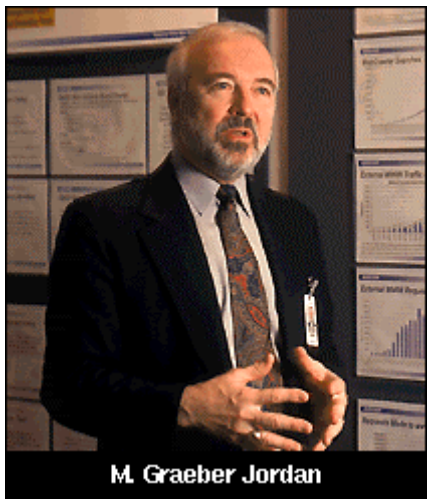
Building
World-class, Industrial-strength Intranets™

My company, GJordan.com, offers corporations and other large organizations training, tailoring, and assistance in applying web technology to achieve dramatic improvements in business processes by making them better, faster, and cheaper. This cutting edge methodology is used by The Boeing Company to produce one of the world's largest and most effective intranets and extranets.



Boeing Web Program Manager 1995-1999
My full resume is attached

My career at Boeing spanned 33 years with executive responsibilities in Engineering, Finance, Manufacturing, Information Technology, and lastly as Web Program Manager. By mid 1999, the Boeing Web was on a solid production footing, serving 190,000 employees, supporting the company 24x7 with 2300 web-enabled business processes -- 28% of them mission critical. Externally, $2 million per day of goods and services was being delivered over the web.

With a very satisfying feeling of "my work here is done," I took early retirement and now offer my knowledge and experience to trim months and dollars from your company's web efforts.

Beginning in the year 2000, most corporations and government agencies will increasingly adopt the technology of the World Wide Web. Pent-up demand for new systems will be expressed in new web sites. Most of these organizations will naturally use the same management methods that were used on past computing projects. These projects will be, more or less, successful. Pretty much business as usual.

But what if these large organizations could adopt the sprit of the World Wide Web in addition to its technology? What if all members of the organization could be enabled so that they could improve their own work every day in every way? What if this could be accomplished without additional funds? What if no one was "in charge of' the internal web? How could such a structure function? …Or, even be allowed?

A broad-based, organic approach is necessary to permit the web to transform, for the better, the operation of your company. The web needs to become the comfortable and expected information channel from person to person, process to process, and business to business. With universal utilization, amazing benefits start accumulating to the bottom line. Just as the World Wide Web has provided unplanned and unexpected opportunities to those willing to try, the evidence is compelling that similar advantages will result from effective and timely utilization of intranets and extranets inside the corporation.

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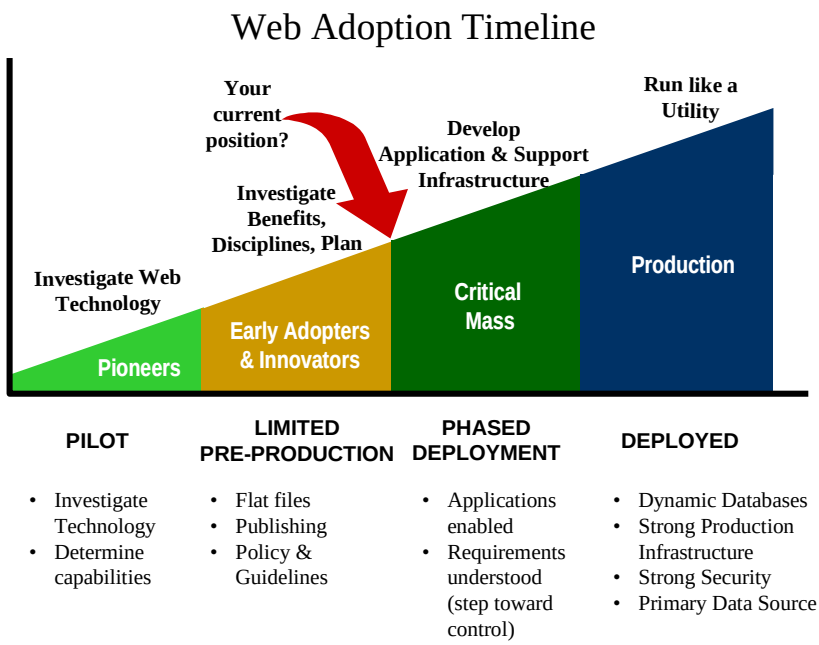
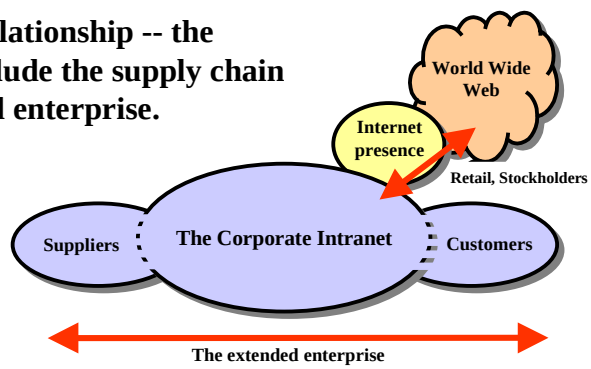
Progress begins with an understanding of web technology, but the figure on the right tells the story of cultural learning and growth -- not unlike growing up as a person -- childhood, adolescence, college, full-time job, member of society.



I became Boeing Web Program Manager in 1995, just as the company was moving from the Pioneer phase to the Early Adopter phase. I was responsible for guiding this company-wide endeavor until it ran like a utility. This progression can't be short circuited and each company's solution will be unique. However, your progression can be made faster and cheaper by taking advantage of the methodology I developed and by tailoring it to your company culture. The company that can "get its head screwed on right" now will be positioned to make its web investment pay.

The following figure maps the relationship between the intranet, the internet, and the extranet. The diagonal red arrow depicts the interaction between the company and anyone on the World Wide Web. This internet presence is the company home page (e.g. www.ford.com) or the primary storefront for retail sales (www.amazon.com). There are many internet solution providers well qualified to build and maintain such sites.

The horizontal red line depicts a different relationship -- the extension of a robust internal intranet to include the supply chain <u>and</u> a set of known customers -- the extended enterprise. GJordan.com brings unique knowledge and qualifications to help you manage this extended web. Through a series of engagements, a proven methodology will be transferred to your company enabling you to manage what is fundamentally unmanageable. I conservatively estimate that the ROI is three months by using GJordan.com to just prevent your people from doing a good job on the wrong things.



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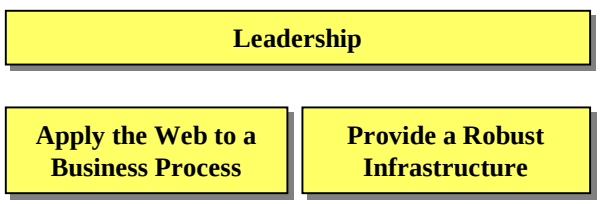
Major components of the methodology include:

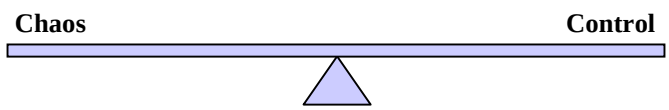
- **How value can be created in mainline business processes.**
- **Bottom-line impact of the web on products and services.**
- **Solid executive sponsorship and how to keep it.**
- **Qualifications for the top web leader.**
- **Appropriate role for "computing."**
- **Building middle management consensus about the web.**
- **Necessary corporate policies.**
- **Unnecessary corporate policies.**
- **Net-net funding, i.e. "no new money."**
- **The balance between chaos and control.**
- **Six-step approach to governance.**
- **Decentralized <u>and</u> centralized management.**
- **How to calibrate and measure progress.**
- **Necessary boards, relationships, and teams.**
- **Issue resolution process and resolutions to adopt.**
- **Metrics that indicate web health and employee behavior.**
- **The Building Blocks that give oversight of the critical success factors.**
- **Designing internal promotions to get the right results.**

What makes web management different is that, for most of you, the web is not a product. If it was, you could employ the same management techniques that produce your product or provide service for your customers. The web is a tool and, therefore, has to be managed differently -- but it is a powerful agent of change when properly deployed.



To get maximum value from your web, it has to be done in such a way that everyone in the company can participate to create the content… all the while, relying on a rock solid infrastructure that's there when they need it.

This is what I know how to do. I can educate your organization so that the web can bring the same value to your company that it does to Boeing and to other forward thinking companies. Feedback from other companies, state and federal government agencies, and the press give external validation of the effectiveness of the methodology. (Included as an attachment is a list of presentations, briefings, and publications.) To discuss how this methodology can allow your company to benefit from world-class, industrial strength intranets, give me a call or send me an e-mail.



M. Graeber Jordan

Just enough discipline to focus the creativity toward business.

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Learning Modules Convey the Methodology In-depth:

- **The 6-Step Approach Expanded**
- **Building a Web Visibility Room**
- **Web Building Block Workshop**
- **Web Building Block Owners**
- **Checking Progress**
- **Running a Web Contest**
- **Executive Sponsorship**
- **The First Six Months Plan**
- **Web Health Metrics**
- **Issue Resolution Process**
- **Web Metrics Tutorial**
- **Web Policies**
- **Getting & Using Publicity**
- **Conducting Web Advisory Board Meetings**
- **Establishing a Web Program Office**
- **Establishing a Web Advisory Board**
- **Governance Overview**

Delivery Options:

- **One-day seminars for a large mixed audience.**
  - **Suitable for initial familiarity and building enthusiasm.**

- **7-day lecture, workshop, and coaching series designed to transfer the methodology in-depth to your organization.**
  - **Learning modules addressed to:**
    - **Senior Executives and Sponsors**
    - **Web Advisory Board Members**
    - **Web Program Office Staff**
    - **Infrastructure Owners**
    - **Business Process Participants**
  - **Delivers a clear set of actions to be implemented by multiple departments within the organization.**

- **One-day "health check-ups."**
  - **Provides an outside objective evaluation of organizational progress.**
  - **Suggested quarterly for the first year.**

- **Customized engagements with an agreed set of deliverables.**

WORLD-CLASS INDUSTRIAL-STRENGTH INTRANETS™

M. Graeber Jordan
145 Big Bear Place NW
Issaquah (Seattle) WA 98027
425-392-3697
425-392-1587 FAX
graeber@post.harvard.edu
www.GJordan.com

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