

## Add the genius of classical music composition to the performance of your key people.

iLiv offers a unique approach to value creation for leaders of organizations whose intangible assets are mission critical.

Wherever ideas are generated or enhanced by humans, we empower you to help your people work more effectively, act more creatively, and make decisions that are more consistent with your priorities.

We package these benefits as an integrative software and services system, which is elegantly designed for ease of use and immediate deployment.



We are not a tech company (although we leverage technology in a unique and powerful way). We are a people company, devoted to enhancing collective human performance.

Here is what we do:

First, we teach and guide you to compose processes that succinctly express what, when, how, and why your people do what they do. This non-trivial effort on your part will count among the most significant contributions you will make to your organization.

*If you can't describe what you are doing as a process, you don't know what you are doing.*

W. Edwards Deming

Second, we deliver your process compositions to your people, where they perform them independently; coordinating amongst themselves, and communicating progress to each other. For each performer, our platform transcribes your global processes into her personal processes, putting her at the center of her own work, where she always knows the answers to these questions: Who's doing what? How are we doing? What do I have to do next?

Third, our tools distribute and track every step in every process. Your operational performance data is gathered painlessly, and stored indefinitely for future review, analysis, and optimization.

This can all be delivered at great scale. We have a client with millions of tasks completed or under way, distributed across nearly 100,000 projects. The details and consequences of every one of these events is immediately available for review. The whole amounts to an enormous body of institutional knowledge, a structured data set that you will use to drive future innovation and growth.

Our products produce an ideal situation — where everyone owns their part, yet everyone knows the score — that is naturally transparent, communicative, and collective. We also connect people to a shared sense of purpose, and a feeling of having an impact, which is increasingly desired by today's workers.



What makes us truly unique is that our solution is based not on command and control, nor on ad hoc team collaboration, but on the rigorous disciplines of classical music composition and performance. Even if we can't all be gifted musicians in a great orchestra, there's no reason we shouldn't all be able to perform like one.

*You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.*

R. Buckminster Fuller

For more than 500 years, the concepts and utilities of classical music have allowed composers to define processes, and performers to execute them, across centuries and continents, in a remarkably efficient and effective manner. This model of group action is often preferable to; scales far better than; and sits in the sweet spot between; two alternative models: more casual collaboration on the one hand, and more rigid command and control on the other.

We have taken this remarkable musical model and built a new one based on it, that is suitable for non-musicians working together in any field. It is particularly effective when you are asking gifted knowledge workers to create value for you in a richly complex environment, where they simultaneously need structure and freedom. Mozart gave his players these circumstances repeatedly. With iLiv, your people will gain the same from you.

Working together, we can make your people more proactive, more engaged, more connected, and more creative. We can make your organization more responsive to your priorities, more transparent, and more unified. And we can help you accomplish these benefits with ease of use for all, quickly, and at great scale.