



**MARROCO<sup>TM</sup>**  
PRODUCTS

**MARROCO**  
**EDO<sup>®</sup>**

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ORGANIZATIONAL DIAGNOSTIC  
EVALUATION



In what are we good?

What do we do better?

How do we evaluate what  
we know how to do here  
in the company?

What KPI's are  
appropriate or pertinent?

What obstacles are  
restricting the success in  
the future?

The problem of performance and productivity in any organization is closely attached to evaluation.

It is necessary to give answers to the questions raised in the organization when being more productive and competitive is a goal.

Any organization can be improved. An Integral and precise diagnostic should be the base for designing and strategy to achieve goals in the organization.

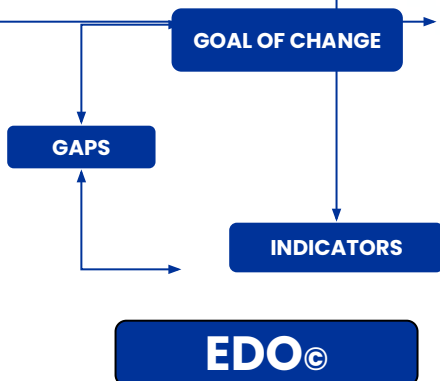
**EDO®** constitutes a technological solution (software and work sessions) that provides key information to structure strategies related to the interests of the Organization.



## EDO<sup>®</sup> PROVIDES AN UNIQUE DIAGNOSIS THAT SERVES AS INFORMATION BASIS FOR AN EFFECTIVE ACTION STRATEGIES

### EDO<sup>®</sup> Contributions:

- Determines critical situations with the highest impact in the development and performance of the Organization.
- Allows Organizations to assess themselves at the same pace of the environment, focusing on the critical situations of the moment as a function of the desired future.
- Determines the limitations, faults, obstacles and deficiencies present in interdepartmental relations and their nature.
- Identifies and/or builds the pertinent indicators to measure the behavior of the gaps exposed.



### Technological Approach

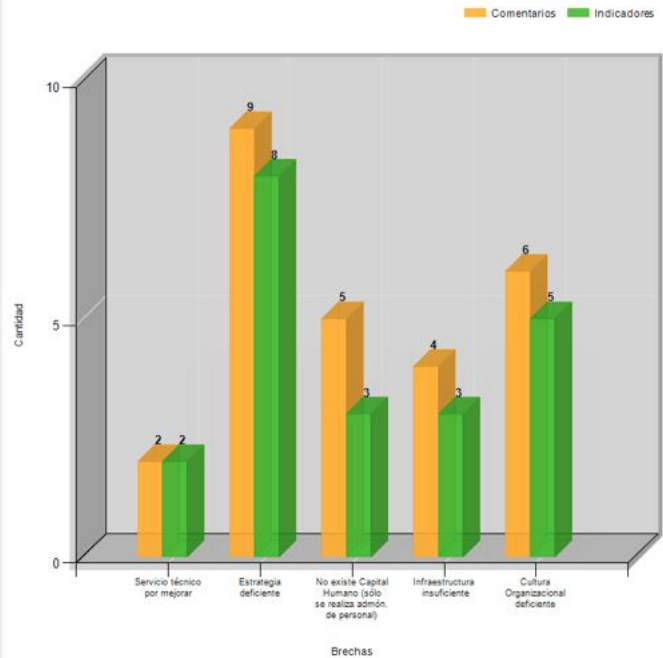
Web-based developed software that allows to the Marroco Specialist to create the **EDO<sup>®</sup>** report, under a centralize, automatic and secure scheme.



## What do you obtain with EDO<sup>®</sup>?

EDO<sup>®</sup> results are shown in a diagnostic report that contains:

- **Goal of Change:** differs from goal as a challenge. The concept refers to a **process** that makes possible an important achievement to the Organization. It implies taking into account simultaneously the present state, the aspired state and the process involved to achieve it.
- **Gaps:** are obstacles or any thing that affect the performance or the productive management of the Organization: its processes, technology, capital and the most important factor, its **people**.



- **Indicators:** relevant magnitudes or data, gathered in order to evaluate precisely the progress of the Organization or department in closing or diminishing the gaps.

EDO<sup>®</sup> dynamic indicators that impact results; referring to trajectory and position indicators.



**IT IS GOOD TO IMPROVE, BUT IT'S BETTER TO LEARN HOW TO CHANGE**

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