

# Infrastructure Series



Published November 2011



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**Contents**

The Infrastructure Series ..... 3

Assembly Required ..... 4

Hierarchy = Order = ROI ..... 6

The ROI of Hierarchy ..... 8

Infrastructure Unseen ..... 10

Processes, People & Profit ..... 11

The Role of Environment ..... 13

“Creativity in a Box” ..... 15

Change Tolerance ..... 17

Communications Action! ..... 20

Corporate Secrets ..... 22

Silos & Drama ..... 24

The Art of Appreciation ..... 26

Special Message of Thanks ..... 28

Infrastructure Goes Mobile ..... 29

What will the Archeologist Find? ..... 31

Soltys Inc. Blogs ..... 35

The Authors and the Company ..... 36

## The Infrastructure Series

Great companies have great infrastructure but what creates great infrastructure? Are there key areas that make the difference? How do we look at the Infrastructure of our companies to make sure that the components are there for building and supporting a great company?

These questions and more were addressed in the Infrastructure blog series in November 2011. Great infrastructure is required to run efficient business machines discussed in the Operations & Opportunities series. Within the series we will begin to explore the parts and pieces needed to make a company work like a well-designed and maintained machine.

We hope that as you read the series you will look into your own company, examine what exists, what you need to build and what will become obsolete.

## Index

accomplishment, 32  
accountability, 7, 28  
archeologist, 31  
behavior, 22  
blog, 3, 10, 22, 35, 36  
boutique, 17  
brand, 9, 10, 17, 35  
business continuance, 32  
campaign, 9, 10  
career, 7  
cash, 9  
celebration, 35  
CEO, 20  
change, 15, 17, 18, 21, 22, 23, 29, 32  
channels, 24  
client, 20, 23  
Coca Cola, 22  
cog, 11  
commission, 18  
commitment, 31  
communication, 5, 6, 11, 12, 18, 19, 20, 22, 23, 24, 25, 26, 28, 29, 31, 36  
compensation, 18, 20  
competition, 18  
competitive, 18, 24, 29  
consulting, 36  
content, 22, 36  
Creativity in a Box, 15, 16  
CRM, 10  
culture, 6, 12, 18, 24, 25, 28, 31  
data, 24, 29  
differentiators, 17  
digital, 10  
Disney, 15, 16  
documentation, 11  
economics, 31  
efficiency, 11, 13, 31, 32  
email, 10, 11, 24, 26, 27, 36  
engage, 24  
environment, 5, 13, 31  
Facebook, 10  
fail safe, 11  
fear factor, 22  
feedback, 25  
fees, 17  
focus, 4  
franchise, 9  
franchisor, 15, 17, 18  
front desk, 11  
functionality, 29  
future state, 5, 32  
good will, 31  
Google, 29  
growth, 5, 15, 17, 18, 31, 32  
hierarchy, 6, 7, 8, 9, 20  
hire, 7  
income, 7, 22  
infrastructure, 3, 4, 5, 6, 10, 11, 12, 13, 14, 15, 17, 19, 20, 21, 23, 24, 26, 28, 29, 31, 32  
initiatives, 10, 12, 15, 23, 29  
Internet, 7, 12, 16, 18, 22, 23, 29  
interview, 7  
inventory, 13  
investment, 7, 9, 19, 26, 32  
Jetsons, 29  
K.I.S.S. principle, 15  
KFC, 22  
launch, 35  
leadership, 6, 15, 18, 20, 22, 23, 28, 29  
Linkedin, 10, 27  
machine, 3, 11  
maintenance, 7  
management, 6, 15, 18, 20, 21, 29  
manager, 7, 13, 20, 21  
market, 7, 9, 13  
marketing, 8, 9, 10, 11, 12, 17, 19, 30, 31  
McDonalds, 8, 9  
mechanics, 5, 32  
media, 23, 36  
meeting, 23  
membership, 18, 23  
Michael Eisner, 15, 16  
mobile, 18, 29  
models, 17, 18  
money, 8, 12, 23  
mutual reward, 31  
National Association of Realtors®, 15  
newsletter, 10, 36  
objectives, 18, 36  
online, 10, 13  
operations, 8, 29, 36  
optimize, 11

per person productivity, 7  
performance, 9, 24, 28  
personnel, 6  
pipeline, 23  
plan, 4, 6  
position, 20, 24  
processes, 11, 12, 19, 20, 22, 31  
profit, 8, 9, 11, 15  
public relations, 10  
purchasing, 23  
QR codes, 10  
reach, 18, 25  
recognition, 27, 28  
recruit, 7, 20  
referrals, 12  
relationship, 6, 11, 19  
resources, 32  
responsibilities, 10  
results, 11  
retention, 32  
revenue, 17  
risk, 15, 22  
ROI, 6, 7, 8, 9, 36  
rules, 4, 6, 8, 9, 21, 31  
rumors, 22  
sales person, 20  
secret, 22  
sell, 8  
skill, 25, 27  
Smart Mobile Devices, 23  
social media, 7, 10, 23, 24, 26, 27, 36  
specialization, 18  
sphere of influence, 19  
staff, 11, 13, 20, 22, 23, 29  
Star Trek, 29  
strategic initiatives, 35  
strategy, 13, 24  
strength, 20  
structural, 17  
talent, 15, 17, 25, 27, 35  
team, 11, 12, 18, 20, 21, 28, 29  
teamwork, 24, 31  
technology, 11, 31  
text, 26  
thank you, 26, 27, 28  
Thanksgiving, 28  
timing, 8, 26  
tone, 27  
tools, 12, 14, 17, 18, 20, 24, 29, 30  
track, 10  
training, 6, 7, 11, 18, 24, 28, 30  
transaction, 7, 19  
transition, 9, 29  
transparency, 19  
Trojan Horse, 23  
trust, 23  
Twitter, 10  
value proposition, 18  
vendor, 23, 28, 29  
viability, 29, 31, 32  
virtual, 17, 18, 24, 25  
vision, 4  
visionary, 4, 5  
web, 10, 12, 24, 26, 29, 36  
Yelp, 10  
YouTube, 16

## Soltys Inc. Blogs

We started blogging at the end of June 2011 and soon discovered that not only was there an audience engaged and interested on the subjects, perspective and ideas we brought to the table but perhaps as important, it extended the services we delivered to a global readership.

We also found that organizing the topics in a monthly series allowed more in-depth discussion focused on timely subjects. A customized image was created for each series bringing a visual identity to the series. In the last quarter, new authors and voices were added bringing in talent and information that we know has been helpful from the comments returned. In fact some companies who have added the blogs to their resource libraries have asked for the indexing such as in the compilations.

Year	Month	Series
2011	July	Brand Change
2011	August	Operations and Opportunity
2011	September	Business Planning
2011	October	Growth
2011	November	Infrastructure
2011	December	Strategic Initiatives

Each six months blog posts will be compiled with full indexing and made available through our [eShoppe](#). The following is the series calendar for the first half of 2012. We always welcome your comments and questions.

Year	Month	Series
2012	January	Launch
2012	February	Loving and Business
2012	March	Lucky
2012	April	Lions and Lambs
2012	May	Everything's in Bloom
2012	June	Best Practices
2012	July	Christmas in July = Dollars in December
2012	August	Enterprise by Design
2012	September	Campaign Strategies
2012	October	Fall Harvest before the January Freeze
2012	November	Who are we?
2012	December	Celebrations

## The Authors and the Company

The authors of the 2011 Soltys, Inc. Blogs are Pat Soltys and Mallie Dein.



Pat Soltys is the owner and lead consultant for Soltys, Inc. Pat is the author of all of the blogs except the ones noted as written by Mallie below. She has a long business and consulting history helping companies from concept through executed office strategies including tough times but more frequently in achieving their objectives. She understands the mechanics and structure of business as well as the challenges. She has written four books, many articles, white papers, training classes, and developed many tools. Her writing aligns with a philosophy of content, communications and commerce. For more information see [Pat's bio](#) on our web site. You may contact Pat directly at [psoltys@soltys-inc.com](mailto:psoltys@soltys-inc.com)



Mallie Dein shared some of her insight in social media in the posts “Infrastructure Unseen”. As the Director of Online Initiatives for Soltys Inc., Mallie brings expertise in maximizing the impact of social media, websites and more to our clients. She is able to help from strategic concept through delivery including “ghost posting” for clients. Her consulting helps clients realize the elusive ROI of Social Media. For more information, see [Mallie's bio](#) on our website. Contact Mallie directly at [mdein@soltys-inc.com](mailto:mdein@soltys-inc.com).

Soltys, Inc. is a business and operations consultancy offering consulting services through many formats of engagements from retained services to help desk and ad hoc consulting. The company has built expertise, a resource library and a many partner resources over the years. We have developed a significant clientele ranging from Global 1000 companies to individual entrepreneurs. Our web site offers many of our publications, tools and favorite books and music for purchase and download. Please visit our [eShoppe](#). We publish blogs each week and also offer a newsletter for updates of products and services.



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