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# Operations & Opportunity Series



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## **The Operations & Opportunity Series**

This series looks at the way the machinery of business works and the relationship to the opportunities that are available. Each cog, gear and use of energy should have purpose and produce results, products and or move another part of the machine. There are tools and diagnostics that are important ways to monitor, tune and ensure that objectives. We call these KPI's.

While a series over the course of a month cannot really address all elements of the machine, we have tried to hit key areas with several of the posts dedicated to KPI's, working with customers and marketing issues. There are 16 posts in this series. Many utilize stories and illustrate vignettes to assist with understanding the concepts driving the stories. Perhaps you will have had a similar experience and can apply the lesson in your company's operations.

You will also find some definitions and concepts outlined that can be applied to your business within the series. Many of these work across many industries even though most of the KPI information works from the perspective of brokerage.

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## 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 author of the 2011 Soltys, Inc. Operations & Opportunity Blog Series is Pat Soltys.



Pat Soltys is the owner and lead consultant for Soltys, Inc. 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)

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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