

# Generate Argus

Your Performance is Our Vision

The Ability to measure what is happening around us is critical to life itself. Since its beginning, life has survived, adapted and generated value through the ability to measure. Hot or Cold, Light or Dark, Up or Down, without measurement, we are lost.

Without measurement, we have no knowledge or understanding and must resort to expediency. Lao Tse, the founder of Taoism in 450BC wrote *"Expediency is the beginning of chaos"*

So when Louis Allen, founder of Louis Allen Worldwide, wrote in his 1958 book Management and Organisation, *"Lack of Knowledge, Misunderstanding and Expediency stand as the most formidable barriers (to the generation of value for everyone)"*, he knew measurement was the solution. You only get what you measure and if you can't measure it, you can't manage it.

Generate Group has always been a measurement company, providing technical solutions to process compliance and performance measurement in the hospitality industry, but technology alone is not enough. Bill Gates, founder of Microsoft identified this when he said, *"Technology applied to an efficient process will increase efficiency and technology applied to an inefficient process will increase inefficiency."*

Performance measurement can turn Lack of Knowledge, Misunderstanding and Expediency, into Knowledge, Understanding and Consistency, but performance measurement requires an effective performance management structure, because in the absence of good measurement, bad measurement will always fill the void.

This is why we developed Generate Argus®. Argus was the watchman for the Greek Gods. Always watching and measuring, with 100 eyes that never all slept at once.

Generate Group knows and understands what our successful customers expect and inspect to achieve their high performance.

Generate Group understands the technology and the critical activities that make high performance a reality.

Generate Argus® is a Managed Service that helps you maintain consistent levels of performance by monitoring the critical processes that generate your results. Generate Argus® uses the proven disciplines of Knowledge Management and Performance Management to align staff actions with organisational Vision and Objectives.

Weekly Argus reports focus on operational consistency and reliability. Monthly reporting of results and trends deliver visibility and communication of business performance by measuring variances between actual results and target results. Impact analysis of monthly results will identify internal progress and include recommendations for improvement opportunities.

Argus® is able to deliver solutions through years of hospitality performance experience as well as the experiences of hundreds of Generate Group customers. Customers receive a benefit similar to that obtained through a franchise operation, the collective knowledge and experience of similar people pursuing a similar vision.

By providing the ability to measure the performance of business operations Generate Argus® promises a significant and positive shift in the way organisations operate, staff perform, and businesses deliver.

Generate Argus® is insistent, persistent and consistent to your organisation's Vision.



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