

# M A H L E R

## Sample RIO

General Manager – Advanced Products Group

Responsibility	Indicator	Objective
1. Financial Results	<ul style="list-style-type: none"> <li>• Revenues</li> <li>• Expenses</li> <li>• Pretax Profits</li> <li>• Inventory</li> <li>• Capital</li> </ul>	<ul style="list-style-type: none"> <li>• \$120M</li> <li>• \$ 40M</li> <li>• \$ 20M</li> <li>• 10.5 turns</li> <li>• \$ 3.5M</li> </ul>
2. Marketing & Sales	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Major Accounts</li> <li>• Advertising &amp; PR</li> <li>• Cost of Selling</li> <li>• Off Shore</li> </ul>	<ul style="list-style-type: none"> <li>• Industry Survey &gt; 80%</li> <li>• 4 new that avg \$2M each</li> <li>• Direct Mail response &gt; 3%</li> <li>• 17% in 2008, 15% in 2009</li> <li>• CAGR of 25% in 2007, 2008</li> </ul>
3. Product Development	<ul style="list-style-type: none"> <li>• Upgrades</li> <li>• New Programs</li> <li>• Time to Market</li> <li>• Future Staffing</li> </ul>	<ul style="list-style-type: none"> <li>• Two/year/product area</li> <li>• Project A to ship Q3/08</li> <li>• Project B to ship Q2/09</li> <li>• &lt;12 months by 2009</li> <li>• 15 summer interns min.</li> </ul>
4. Diversification	<ul style="list-style-type: none"> <li>• Acquisition</li> <li>• Asia</li> </ul>	<ul style="list-style-type: none"> <li>• 1 of \$20M Revenue by '08</li> <li>• Establish JV's in Japan, Taiwan, Korea in '04</li> </ul>
5. Organization Development	<ul style="list-style-type: none"> <li>• Process Changes</li> <li>• Job Definition</li> <li>• Structure</li> </ul>	<ul style="list-style-type: none"> <li>• Formalize CLCA and ECO by Q308</li> <li>• Review all jobs for max latitude during 2008</li> <li>• Establish SBU for Asia</li> </ul>
6. Human Resources	<ul style="list-style-type: none"> <li>• RIO's</li> <li>• Developmental Dialogues</li> <li>• Performance Reviews</li> </ul>	<ul style="list-style-type: none"> <li>• Established and viewed as positive by all in 2009</li> <li>• Annually, each associate</li> <li>• Timely and Coach-like</li> </ul>

For information on the RIO process, contact The Mahler Co., 201-797-4445, ext. 803 or email us at [info@mahlerco.com](mailto:info@mahlerco.com).

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