

# CIO Bulletin

October Edition 2023

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## **Targatek: Redefining how executives effectively optimize collaboration to gain a competitive advantage**

In organizational life, business leaders (C-suite to line managers) look for ways in which they can operate in a more effective and efficient manner in order to gain a competitive advantage.

Finding a solution that simplifies workplace complexity is the problem. In an era where multiple disconnected resources are used to manage organizational performance, leaders are frustrated and often disoriented as to where teams stand at any given time. To outperform competitors, leaders must first be able to out-focus them, which is the hallmark of modern-day leadership.

Given that managing the workforce from a distance is the crucible for success, workplace dynamics are changing at light speed to help leaders address this unstoppable movement. Yet leaders continue to find themselves struggling to keep

pace with managing the hybrid workforce as the tug-of-war between technology and the human element continues to rage on, and it all centers around collaboration.

In fact, the leadership challenge of the 21st century is how leaders will contend with the convergence of technology and the human element in building the collaborative organization of tomorrow. The ever-present force of technology continually finds better ways in which to gather, interpret, and apply information. However, the true test of technology is how it will evolve into a collaborative organization that can deliver information when it is needed, where it is needed, and in a form that is most useful.

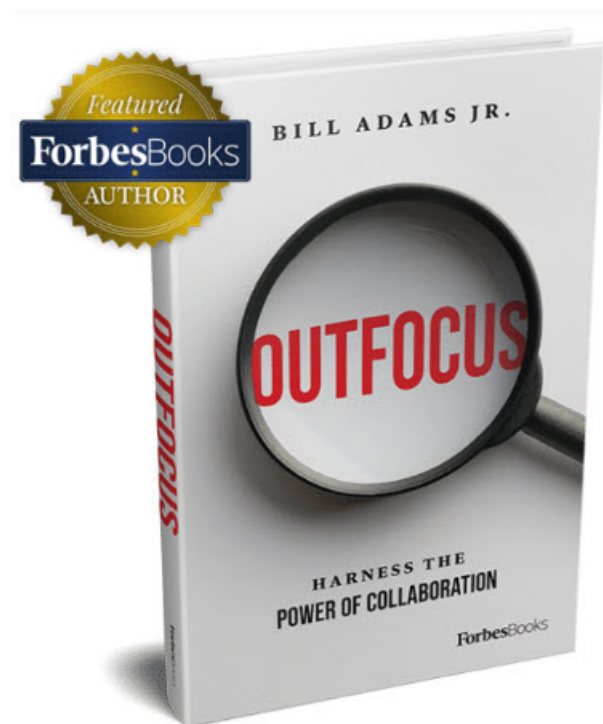
Identifying products and services that help leaders attain this objective is at an all-time high. With the increase in demand on leaders to be more effective and efficient at managing workplace and workforce dynamics, reaching for the same types of software tools that worked in the past has proved to be woefully inadequate and has made the workplace an ever more complex environment to get things done. This is unsustainable!

Leadership in the modern workplace is at a crossroads. Leaders who chose not to get aboard with the new wave of leadership trends will be left behind at the station — not a good place to find yourself or to put your company, to be sure. The answer lies in a next-generation solution that redefines how leaders lead to gain a competitive advantage, and AI automation holds all the cards to make this a reality.

Introducing targa.ai, a one-of-a-kind cloud platform purpose-built to help leaders manage the hybrid workforce and eliminate the widening gap between goal setting and execution. This is sustainable!

## **The Inception of Targatek: Helping leaders lead through automation**

The foundation of Targatek came about after extensive consulting and research conducted by the founder's management consulting firm, Whitespace. The founder, Bill Adams, worked elbow-to-elbow with leadership teams in Fortune 50 and high-growth companies, providing him with a bird's-eye view of the shifting tide in organizational life and, by extension, the underlying dynamics for good leadership



Over the years, he noticed a precipitous rise in frustration and disorientation on the part of leaders from the C-suite to line managers attempting to keep pace. And it was clear to him that the main culprit behind the rise was the proliferation of technology. He further understood that there was no credible solution on the horizon to counter this performance-killing trend.

As complexities increased with COVID-19 forcing the workplace to move into a hybrid format, managing the workforce with unbeknownst distance became the bellwether challenge for good leadership. It was then that Adams decided to bring his vision of the future of leadership in the workplace to fruition.

After five long years of development and beta testing, targa.ai was created. Dubbed the first ‘Performance Automation Platform,’ it helps leaders effectively lead by eliminating the gap between goal setting and execution. Leveraging a unique combination of advanced technologies, it is the gold standard by which future competitors will be measured.

Historically, the three most time-consuming aspects of leadership are meeting management, decision-making, and reporting. In Bill Adams’ Forbes-published book “*OUTFOCUS*”; he refers to them as Core Leadership Functions. The problem, according to him, is that productivity tools have been continuously introduced over the past decade for the masses and not the leaders. As he saw it, the question to be answered was how to leverage advanced technology to build a platform specifically for leaders; and his journey began.

According to McKinsey, Deloitte, and PwC studies, Fortune 500 companies alone lose between \$20 billion and \$30 billion annually off the bottom line due to poor organizational performance. Leaders are still relying on spreadsheets, traditional business intelligence (BI) tools, and a host of other fragmented, disconnected resources — including paper — to manage organizational performance. In an age of collaboration, Adams contends that these tools are not only complicating the workplace but will soon become obsolete.

This is why targa.ai was conceived. As a leadership platform, it eliminates the gap between goal setting and execution, the bane of poor organizational performance. It leverages several aspects of technology to aggregate, integrate, and automate as much of the low-value work leaders and teams perform in managing the workflow process as possible. Then, it enables leaders to control the direction of performance through voice activation on any device and manage operations hands-free, even on the car dashboard — a monumental breakthrough.

## **Targatek as a Performance Automation Platform**

Artificial Intelligence (AI) now dominates the lexicon of technology, conjuring up images of modernization and a revolutionary world ahead. However, targa.ai leverages many advanced technologies to create value for customers other than just AI.

The inexplicable secret sauce behind targa.ai, a first-generation cloud leadership platform offered as an annual subscription, is the unique way in which it combines multiple sources of advanced technology to create a single system that leaders use to control the direction of performance with more speed, accuracy, and accountability.

In Adams' book *"OUTFOCUS"*; he refers to these attributes as the *"Three Forces of Excellence."* It was during his time working in the field as a strategic thought leader on consulting engagements that he understood its importance. At their core, they are defined as speed to action, accuracy in process, and accountability in execution. These are the attributes measured on the platform, as they are the leading indicators that a team, department, division, or entire enterprise is moving closer towards excellence — the *"holy grail"* of performance.

To delve deeper into the value delivered by the platform, here are four unique features: It auto-syncs team activity and the critical data they need to contribute value to results; it integrates native leadership data necessary to achieve goals with critical third-party data like Salesforce.com, Monday.com, or SAP packages; it automates low-value work that leaders and teams' perform every day; and it augments decision-making — all on a single platform.

And as confirmed by Gartner, who worked extensively with Adams through their Tech Startup CEO Program, *"targa.ai has no direct competitors, only 'affinity' competitors, and the only option is to roll your own or go without."*

### **Features at targa.ai; driving role clarity and team cohesiveness**

targa.ai, simply put, is a window into your operations. Once on a device (laptop, notepad, cell phone, or vehicle dashboard), it is ready to work via a keyboard, text, or voice activation. This critical feature of targa.ai is a performance game changer that permanently alters the face of leadership; all a leader needs to know to achieve their goals can now be easily accessed and controlled within a few clicks.

It enables leaders to do what they must do when leading on-the-fly: control the direction of performance anywhere, anytime, and on any device, including a vehicle dashboard. targa.ai has reset the bar for good leadership, attracting leaders from the C-suite to line managers. Even sales managers who currently use some sort of CRM are adopting the platform, as it adds a dimension of understanding to the direction of performance that heretofore was unattainable. This is especially true when it comes to enabling salespeople to work voice-activated while on the road.



## Leader-focused workflow automation

Michael Porter, a Harvard Business School professor, once said something along the lines of, *“The most efficient way to improve organizational performance going forward will be through technology. So, get aboard the train before it’s too late and you are left behind at the station.”* His statement speaks volumes about where leadership is headed. Adams, in his book, conveyed in detail the organization and leadership dynamics behind the challenge of contending with the convergence of technology and the human element. Clearly, Adams and Porter are trying to deliver the same message to leaders across the globe.

As a prominent, leading authority on the deep-seated link between collaboration, performance, and excellence, Adams states that if there is one thing three decades of work experience with leadership teams have taught him, it’s that optimizing the collaborative process for a team, department, division, or enterprise is where performance improvement all starts. He believes that if a company does this well, excellence is sure to follow.

The primary focus of targa.ai is performance improvement from a leadership perspective, with an emphasis on automating as many low-value functions in the workflow process as possible. Let’s take an example.

Statistically, executives and their coordinators spend 35% to 40% of their time setting up meetings; this easily falls under low-value work.

Now imagine that on targa.ai, a leader or coordinator simply picks up their cell phone and requests a sales meeting. Within five seconds, it searches every salesperson’s calendar and comes back with the first available time. Further, it helps the leader set the agenda, place it on everyone’s calendar, and alert them to the meeting. This is hyper collaboration, which is where leadership is headed.

### **Targatek’s First Movers program: progressive leaders**

First Movers is a go-to-market research study that Targatek is conducting to learn the underlying dynamics of six critical dimensions to attract, engage, and satisfy customer requirements. First Movers are progressive leaders who want to know the

latest leadership tools and techniques for managing organizational performance. Candidates are leaders from Fortune 3,000 companies who want to experience the power of targa.ai with no strings attached while providing feedback. As the product is agnostic, they look for and welcome leaders from all industries, and they currently have eleven spots available of the original fifteen.

Targatek is nowhere close to slowing down their impact and determination to change and benefit leaders in organizational life; they recently landed their first few multi-billion-dollar revenue companies and have several more in the process of considering applying the platform to a wide variety of organizational performance challenges. Additionally, the Levan Innovation Center in Broward County, FL, which houses the company's corporate headquarters, has committed to onboarding targa.ai as an umbrella platform to run the entire center. Adams' vision from the beginning has remained the same: lead the anywhere, anytime workforce movement. This quest continues to be "*true north*" for the firm as they add more advanced features that help leaders be more effective through automation.

In the opinion of many leading authorities from the investment community, Targatek, Inc., with its flagship leadership platform, targa.ai, is a buy for a bigger player. The opportunities to leverage the platform and continue to revolutionize leadership are endless. Companies in the system integration business, cloud providers, consulting firms, or big tech companies are prime candidates.

## **A brief biography of the Founder, CEO, and Chairman**

**Bill Adams** is an accomplished authority on organizational performance. He is a published ForbesBooks author; the first book in a three-book series titled "*OUTFOCUS - Harness the Power of Collaboration*" was released in June 2022. He has founded, developed, and sold multiple companies; the last firm was acquired by Dell/Perot Systems.

He has served as interim chairman and CEO for six NASDAQ companies and created the current-running podcast "*Boards That Work*". Adams has been awarded multiple recognitions, including 'Chairperson of the Year '22 Award' and 'Chairperson of the Year '23 Award' from CEO Monthly Magazine, 'Executive of the Year '22 Honorable Mention' from Tech In Review, and more.

*"targa.ai is a Performance Automation Platform that enables leaders and teams to eliminate the gap between goal setting and execution – the bane of organizational performance."*

*"Our vision from the beginning has not changed: lead the anywhere, anytime workforce movement. We plan on doing that by continuing to add more advanced features to the platform that are in keeping with our mission: helping leaders lead through automation to bring more speed, accuracy, and accountability to results."*

*"If there is one thing that my thirty years working with leadership teams have taught me, it's that optimizing the collaborative process is where performance improvement starts."*