



ONE EIGHTY

A new perspective for your enterprise performance

March/April 2011

What's in a Name?

Upcoming Events

- CAM-I Second Quarter Meeting
Atlanta GA
June 12-15
- Beyond Budgeting Annual Meeting
Chicago
April 27-29

People in the News

- Congratulations to Brian Peters, winner of the 2011 Palm Desert Classic golf tournament. A "Hundy" of thanks to Dan Wojkowski, Tournament Chairman

Links

- For a image of a 1939 Stoeper Arkonas automobile

[Arkonas Car](#)

For an image of the lighthouse on Cape Arkona

[Arkonas Lighthouse at Cape Arkona](#)

How did you get the name Arkonas?
We get that question a lot.

Back when we formed the company in 2002, we had three criteria for naming the business:

1. Something simple, seven letters are less
2. A name that began with an A so we'd be up near the top of any list that was in alphabetical order
3. A name that we could enter into Google and get no hits

Of the above criteria, #3 was the most difficult. It took hundreds of seven letter options beginning with an A before Arkonas came back with no hits, only a caption from Google that said "Did you mean Arkansas?"

Pay dirt! We had our name!

Cycle forward 10 years and billions of pages of new content on the web and a Google search for Arkonas now yields thousands of hits, a large portion of which pertain to a heavy metal band from Russia.

Arkonas is the name of a German car built in 1939, a distributor of metal parts in Indonesia, and a lighthouse on Cape Arkona, off the northern coast of Germany.

Arkonas is also the online name for a very accomplished Role Player of a game called World of Warcraft. He (she) is also part of the Evony community for online gamers.

Organization names are often made with an acronym, where each letter stands for something. While not criteria for selecting our name back in 2002, years later with the help of a dictionary we created an acronym to describe what we do and how we do it.

A (Address business questions/issues)
R (Reliable and dependable)
K (Knowhow and experience)
O (Objective and fair minded)
N (Nike like. Just do it)
A (Accelerate to speed things up)
S (Solution focused)

Over the 10 years we have been providing consulting services, the three most common questions we get from clients are as follows:

1. How profitable are our individual customer accounts?
2. How much money do we *really* make on the products and services we provide? How much does it cost us to make the product or deliver a service?
3. What is the cost and performance of our key processes and activities?

When organizations don't trust the numbers and don't know the answers to these questions, they are flying blind. Answers and solutions must be measured in weeks and months, not quarters and years. Our acronym says it all.

**Got a business question or issue?
We can help...
John A. Miller**

arkonas