

Conclusion:

Like all types of analysis, having the right information is key. Also keep in mind that CBA is usually a hybrid of subjective and objective information analysis. You will never be able to pin down an absolute. The best we can do is to define a reasonable and actionable decision framework. When conducting a CBA, keep these 6 tips in mind. They will take you a long way to improving the effectiveness and success of your efforts.



Finally one last tip for your consideration. When conducting a CBA, be careful of data overload. You need to balance the effort so you don't end up with paralysis by analysis. The ultimate objective is to make an informed and actionable decision based on a reasonable and responsible CBA.

About David Frederick

Frederick is the Founder, Principal Consultant and CEO of iAIR Consulting. He is a seasoned senior business executive, technologist, and visionary with over 25 years experience in the technology, global operations, strategic management, consulting, integrated marketing, innovation, media and interactive business industries. Throughout his career, he has worked with organizations of all shapes, industries and sizes from global Fortune 100 to early stage start-ups.

As a recognized leader he has delivered passionate and insightful perspective to today's global business challenges to international corporations, early stage and start-up organizations, industry & trade associations, college and universities, public lectures and broadcast & print media.

Frederick is also a recognized author on such topics as innovation, strategy, IP monetization, management, marketing,

business process and content development. He pioneered the first digital musical keyboard instrument based solely on a Windows Operating System, as well as pioneered the HPX- Hierarchical Platform Xchange™ and the follow on MPX - Media Platform Xchange™, a SOA based software architecture used in managing and sharing voluminous amounts of associated meta data, digital content and rich media.

In addition to his executive background, Frederick also serves as the Program Chair for Strategic Technology Development & Innovation and the Technology Leadership Graduate Program at the University of Advancing Technology, sits on the University of Advanced Technology Advisory Board, and served as Adjunct Professor of Strategic Management, Advanced Executive MBA Program for Norwich University.

He is a member of and contributor to the Management Round Table, The Institute of Management Consultants, IEEE, Harvard Law School - Program on Negotiation, MIT Enterprise Forum, MIT Innovation Club, APS American Physical Society - American Physics, United States Naval Institute, IGDA (International Game Developers Association) Intellectual Property Rights Committee, as well as a member of the Council of Communications Advisers, Media and Entertainment.

His experience in VC, M&A and PE has included securing venture funding of over \$30M and M&A activity of over \$36M. Frederick earned a BS in International Business and an MBA. He has studied at MIT Sloan School of Management and Harvard Law School. He also holds executive certificates from Harvard Law School and MIT Sloan School of Management (Massachusetts Institute of Technology). Mr. Frederick is also a proud veteran of the United States Navy.

Mr. Frederick lives in Bedford, NH (Greater Boston Metro-Area) with his wife and five kids.



ABOUT IAIR CONSULTING

iAIR (pronounced "air") is a high impact-consulting firm that advises organizations on growth, operational, innovation and execution challenges.

iAIR helps management unlock value. We collaborate with our clients to identify, explore and execute ways to grow and improve their business across all segments.

Our focus and mission is simple, clear and concise. Improve the clients' position from the status quo to an improved condition.

If you would like to learn more about iAIR or explore how we can help drive value for your business and improve your condition, please contact us via the information below or visit us online.

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