

# Channelnomics Partner Program Continuous Improvement Lifecycle

1. **Define** the problem, obstacle or failure impacting your channel operations
2. **Measure** (quantify) the problem and impact with facts and data
3. **Analyze** the depth of the problem and cascading impact
4. **Improve** by eliminating unnecessary steps, processes, and requirements; create new, simple and rational approaches
5. **Verify** by testing the changes to validate and measure effectiveness
6. **Repeat** the process

