

# A NEW BUSINESS CLIMATE DEMANDS ALIGNED COMPANIES & STRATEGIES



New technologies, new markets, new competition, and new financial pressures present themselves faster than ever before in today's global economy. Businesses that do not have aligned strategies and employees that are focused on their customer's requirements in real time risk not only poor results, but also their long-term viability.



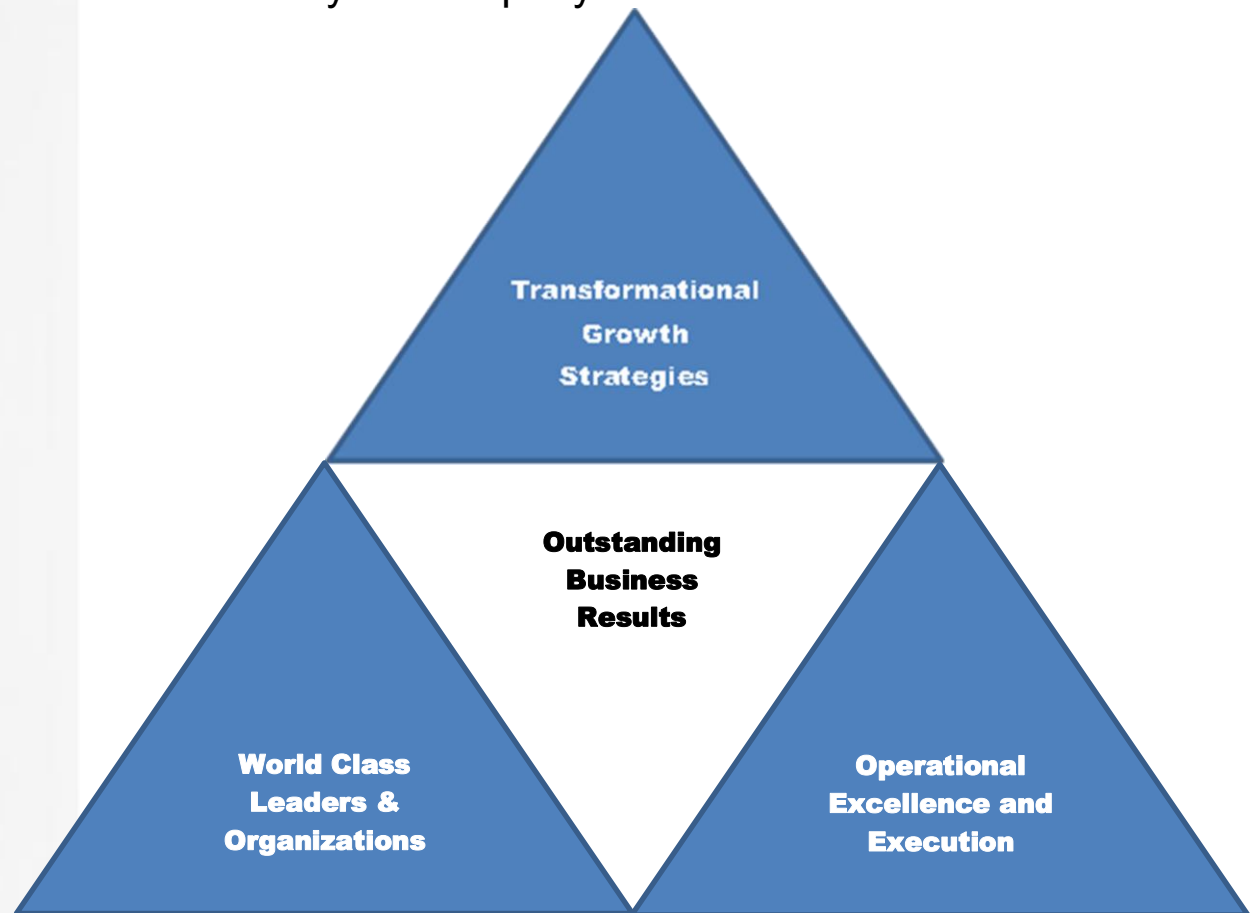
## Misalignment is all too Common

- ❖ A beverage manufacturer takes a market leading product, reformulates it, rebrands it and launches it as a reaction to competitive advertising. Customer reaction was immediate and devastating to the brand ultimately requiring a very costly reversal. *Aligned to customers. . .?*
- ❖ A major computer manufacturer decides to pursue profitability versus market share. Corporate strategies to reduce cost and discounts were developed, but year-end financial results showed a drop in profits with an increase in revenue. The company discovered that divisional operation objectives did not support the corporate objectives. *Employees aligned to strategy. . .?*
- ❖ A photographic icon struggles to stay in business by attempting to move into new, very competitive markets after not capitalizing on internal technological developments and subsequent decades long changes in the marketplace technology. *Aligned to market and technology. . .?*



# THE EPI WINNING FORMULA

Our experience has shown that addressing three critical business elements creates the aligned organizations and powerful results that ensure your company's future.



*"Great business design is a combination of superb knowledge about customers and profit."*



# EPI WILL HELP YOUR ORGANIZATION “GO BEYOND”

Developing total alignment and sustainable success is an integrated process which requires an in-depth understanding of where you are now, where you want to go and what you need to get there. Addressing the three critical business elements will transform your company with solutions that are embraced and executed.

## CREATING TRANSFORMATIONAL GROWTH STRATEGIES

- ❖ *Organizations must grow to thrive and develop sustainable futures.*
- ❖ *Growth in size, products, capabilities, influence, geography, technology, and markets.*
- ❖ *Shed the patterns and habits of the old and embrace the new.*
- ❖ *Yield sustainable and flexible growth in today's and tomorrow's world.*

## ACHIEVING OPERATIONAL EXCELLENCE, EXECUTION, AND ALIGNMENT

- ❖ *Transform growth intentions into sustainable, successful actions and results.*
- ❖ *Ensure that people and systems are capable of performing at or above expectations.*
- ❖ *Develop custom re-engineered processes and solutions.*
- ❖ *Achieve aligned and targeted execution.*
- ❖ *Deliver the right results with capable people to satisfy your customers.*

## DEVELOPING GLOBAL LEADERS AND ORGANIZATIONS

- ❖ *Global leaders are needed to reap the rewards of the Executive Partners' process.*
- ❖ *Energized and focused organizations yield efficient, effective and expedient execution.*
- ❖ *We combine C-level expertise and leading edge assessment and development tools.*





# EXECUTIVE PARTNERS SUCCESS STORIES

## BRAND

## EPI SOLUTION

## RESULTS



The Marketing Store

Business model diversification creates growth

\$90M in revenue to \$350M in revenue



McDonald's

Redesign of the Happy Meal Toy Process

\$55M in annual savings



Bank of America

Integration of technology into the business

Adoption of innovative approaches resulted in \$32M in annual savings



Honeywell

Redesign of a go-to market strategy and structure

26 SBU's simplified to 5, with an overlay sales organization, resulted in a 5 point bump in annual revenue growth



*Results-Focused Strategies & Outcomes*



# EXECUTIVE PARTNERS CLIENT SERVICES

*“ In volatile times, agility rules. Flexible capacity and worker skills are essential, but in a context of strategic clarity. ”*

--Business Week



## TRANSFORMATIONAL GROWTH STRATEGIES

- ❖ Strategic planning that includes:
  - A comprehensive organizational assessment
  - Identification of “game changing” opportunities
  - Designation of internal/external criteria success factors
  - Implementation plans
- ❖ Division and functional strategies that can adapt to changing markets
- ❖ Mergers, acquisitions and partnership management to capture key opportunities
- ❖ Funding, financial strategies to facilitate growth

## OPERATIONAL EXCELLENCE, EXECUTION AND ALIGNMENT

- ❖ Financial/operational capability assessments
- ❖ Organizational design and development projects – systemic change and alignment
- ❖ Management process infrastructure design
- ❖ Silo crushing integration
- ❖ Lean business process reengineering
- ❖ Expedient and cost-effectiveness implementation
- ❖ People performance management
- ❖ Healthcare cost-effectiveness assessment and roadmap
- ❖ Team and Board effectiveness

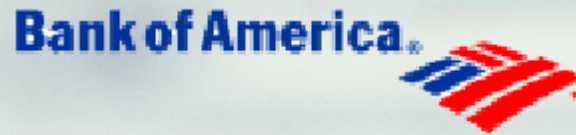
## SUSTAINABLE GLOBAL LEADER DEVELOPMENT AND COACHING

- ❖ C-level executive coaching
- ❖ Talent assessment and management
- ❖ Succession planning
- ❖ Leader development programs
- ❖ High potential and performance problem management
- ❖ C-level on-boarding

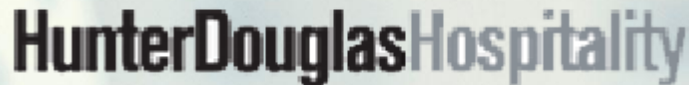


# INDUSTRY LEADERS RELY ON EPI EXPERTISE

Over a hundred high-profile brands, national and international corporations, government bodies, municipalities and non-profits have benefitted from EPI's services.



Travel should take you places®



Protecting children.  
Strengthening families.

- Food
- Aerospace
- Architecture and Engineering
- Finance
- Franchise
- Hospitality
- Manufacturing
- Marketing
- Technology and Communications
- Medical
- Educational
- Energy
- Universities
- Human Services
- Associations
- Government



# THE EPI DIFFERENCE

With over 20 years helping companies produce success, Executive Partners has created a winning formula that drives exceptional results and new growth.

- ❖ *You work with experts with a C-level perspective*
- ❖ *We measure our success in terms of your growth and success*
- ❖ *We take a strategic approach with operational and innovative pragmatism*
- ❖ *We focus on knowledge transfer and sustainability*
- ❖ *We engage your organization creating ownership and win-win opportunities*



*Objective,  
Expert Perspective.*

