



*It Starts With Us!*

## Mid-sized Enterprises

A company's strategy and quality are critical when it comes to top-line revenue growth, increased profitability and larger market share. Because of that, every company needs to do everything within its power to ensure that all of their efforts in regard to strategy and quality initiatives be based on who they are; that is their unique leadership style, core values, company culture and specific market factors. Again, strategy and quality are so important, every company needs to make sure it's their own and not some boiler-plate, fad based effort.

Our Strategy development services:

- ✧ Assistance in teaching you/your company how to development a strong and unique strategy
- ✧ Customer loyalty focused strategy development, MarCom analysis and trend forecasting
- ✧ Strategic planning retreat prep, facilitation and implementation/follow-up
- ✧ Training your staff to become in-house strategy consultants or establishment of strategy department
- ✧ Company-wide strategy-based analytics training
- ✧ Market-pull creating strategic in-services
- ✧ Assistance in helping you acquire other specialized strategic services (ie. technology procurement, market scenarios/war-gaming, etc)
- ✧ Executive team coaching (how to roll-out and foster leadership throughout your organization)

Our Quality development services:

- ✧ Assistance in establishing your own Indigenous Quality Movement (IQM™)
- ✧ Baldrige Excellence award readiness diagnostics and implementation
- ✧ Silo redundancy and in-fighting elimination
- ✧ Process-mapping and resource gap analysis and management
- ✧ Company-wide quality based analytics training
- ✧ Root Cause Analysis/Variability Reduction (currently often referred to as "Six Sigma")
- ✧ Cycle Time/Throughput Time Reduction (currently often referred to as "Lean")
- ✧ Executive team coaching (how to roll-out and foster leadership throughout your organization)

All of our client work is project-based to ensure rapid delivery, realistic implementation and measurable results and success all within a simple and clearly articulated budget.

We look forward to helping you increase your quality of life through the quality and effectiveness of your business. You have so many different stakeholders counting on you today, we'll help you come through for them like a hero!

Sincerely,

Joon S. Han  
*Specialist*

**Better San Diego** | *Your Strategic Alignment Company*