



# CONSULTING



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# Consulting



## ORGANIZATIONAL EFFECTIVENESS AUDIT

There is a consistent set of key factors that most typically determine the success or failure of an organization. These specific issues are like fulcrums, generating positive or negative results that can dramatically impact the future of the entire enterprise.

Yet most organizations have little idea what these factors are, and no clear sense of how they are actually performing in each of the critical areas. Within the framework of a proven methodology that has implemented successfully in dozens of organizations, Spencer will work closely with your executive team to assess where your company currently stands on a myriad of those key factors, and help them determine specifically what action steps must be undertaken to address and overcome your weaknesses while building on your strengths.

Utilizing powerful internet-based surveying tools, Spencer and his team have developed a series of easy to take, but highly revealing "Organizational Effectiveness Audits". When used as a facet of one of our seminars, these audits often act as a dynamic catalyst for initiating new levels of open and honest dialogue and driving significant change in an organization. These brief surveys focus on the areas of teamwork, leadership, strategy, communications, trust, customer service and employee satisfaction.

### **CUSTOM TAILORED & CONFIDENTIAL**

Every survey is custom tailored to meet the specific needs of the client and is delivered through a proprietary third-party website so that all answers are 100% confidential.

## OPTIMIZING THE WORKPLACE CULTURE

Most executives want to improve their workplace culture, but far fewer know how or even where to begin. PPG will partner with you to devise a customized end-to-end solution to create the desired culture for your organization.

**This process includes:**

- Using our Organizational Effectiveness Audit to identify strengths and opportunity areas within your current culture
- Gap analysis within each opportunity area to fully understand the specific issues and desired improvements
- Working with you and your executive team to identify the specific cultural attributes you would like to build within your organization.
- Designing a strategic plan for fostering your desired cultural attributes within your organization
- Assisting with roll-out and pull-through components (training workshops, on-going coaching, etc.).

Since these types of projects can vary in scope and size, please contact our office for a free, no-risk consultation to discuss your specific needs and objectives.

## SHIFTING TO AN INSIGHT SELLING MODEL

More B2B companies are racing to adopt an Insight Selling model every day. Whether your company has just recently decided to move to an Insight Selling model, or has already begun the process but is struggling with implementation, PPG can help.

**Our process can involve any or all of the following:**

- Explaining what Insight Selling is, why it works, and when it is most effective
- Partnering with you to help you develop your insight-based messaging
- Aligning internal processes with your new model.
- Developing a roll-out and pull-through plan
- Avoiding common barriers to Insight Selling implementation.
- Providing launch and on-going training workshops for the sales force

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## SALES STRATEGY FOR START-UPS

Executives of start-up companies are often ambitious and visionary, while possessing strong technical expertise. However, they often have little to no experience in selling a product, and struggle to develop a sound sales strategy for their product offerings. Developing a strong and clear sales plan is critical not only for keeping your new company in business and delivering strong top line growth, but also for acquiring additional funding and investment.

### **Spencer will help you and your executives:**

- Develop a comprehensive B2B sales plan
- Clearly identify your ideal customer type
- Develop a customized insight selling and messaging approach
- Create a customer target list
- Train you and your salespeople on the necessary selling skills to effectively execute your approach and close deals

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## HIGH-PERFORMANCE CULTURE FOR START-UPS

Perhaps the best part of starting a new company is the vast possibility in front of you. You have the opportunity to create the company exactly as you envisioned, and a huge portion of that vision is the culture you will create for your employees. You cannot afford to let your culture develop haphazardly – you must make it a strategic priority, and one that drives business performance.

Many start-up executives mistake culture for a foosball table and wearing jeans to work. While nice, this alone will not differentiate you when hiring top talent, nor will it help “keep the lights on” for the business. If you want to attract employees who are driven, loyal, accountable, and fully committed to the success of the company, you must proactively create a structure and work environment that enables those attributes.

### **Spencer will work hand in hand with you, your partners and executives to:**

- Build a cohesive leadership team by crystallizing the vision and mission you want for your company, and how you want it to fulfill you both personally and professionally.
- Determine your company’s core values that will serve as guideposts for making decisions, as well as how employees should behave both with each other and in their work.
- Create organizational clarity by defining your top strategic priorities, and communicating them clearly throughout your company, from the executive team to the bottom of the org chart.
- Build an all-in culture where loyalty, trust, accountability and results can flourish.

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