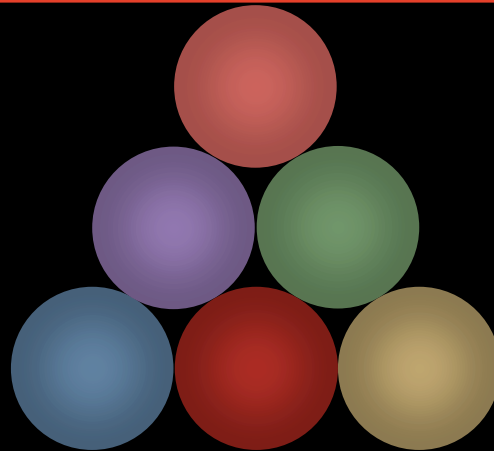


# Six Ways We Are Different

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If you are focused on increased profitability, you are out of step with a majority of global CEO's.

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In the 2007 Conference Board survey, a majority of global CEO's said that excellence and consistency in executing strategy outranked sustained and steady revenue growth as their top priority.



# What are the lessons?

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1. Global CEOs know that if they focus on execution, systemic “value creation” and profits will follow.
2. If you are targeting a liquidity event, demonstrating that you have embedded, systemic processes for managing strategy execution gives you a better chance of achieving a higher price.



## We help high growth and mid-cap companies:

Ensure effective execution of strategic plans.

Reduce systemic execution and revenue risk.

Increase value for investors, customers and employees.



# We offer a distinctive combination of:

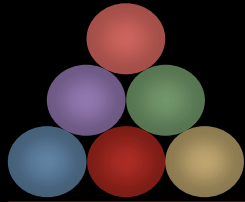
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Deep and broad operating experience.

Consulting services methodologies.

Easy-to-use performance management software for managing strategy execution.





## Six Ways we are different

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Focus on issues not just ideas.

Ensure your team's strategic alignment.

Clarify the systemic value you create.

Define your organizational competencies.

Embed disciplined execution management.

Guided by deep, broad operating experience.



## Issue Focus

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Our process is driven by your prioritized key business issues - not just some “good ideas”.

*We believe that good strategy starts with prioritizing the key issues you face in the business. Instead of starting with a “vision” or lots of “good ideas”, we identify your most critical issues on the assumption that the right ideas come from understanding your most important problems. Strategy isn’t about what you “want” to do, it’s about what the situation “requires” that you do .*





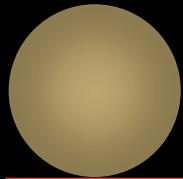
# Ensure Alignment

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Our approach embeds tools and processes to ensure that your team becomes aligned on strategic direction and remains aligned.

*Our goal is to ensure that you have an adaptive and aligned team focused on effective execution of the right strategic objectives that your business requires. Too often companies focus on strategic goals in isolation and forget that the team must be aligned both vertically and horizontally to achieve success. Our execution methodologies ensure alignment across the company.*





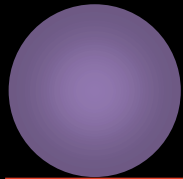
# Value Creation

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The most successful companies clearly understand the systemic value that they create and deliver to their constituents.

*Great companies understand that they must create and deliver not just profits, but consistent value to their customers, investors, employees, suppliers and partners. Managers who focus on only one group, or only one metric such as profitability, generally lose to companies that are clear on exactly what value they create, know how they create it and effectively manage execution.*





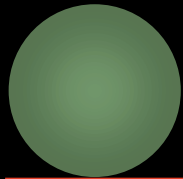
# Organizational Competencies

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We help you identify the key organizational competencies essential for your success.

*Few companies spend time identifying the few, key competencies that the organization as a whole must deliver to succeed. Think of “innovation”, for example, as an organizational competency. How would you structure your hiring, performance management, facilities design, compensation, sales processes - everything about the company - in order to deliver innovation?*





# Disciplined Execution

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We implement systems to embed disciplined, systemic strategy execution management.

*Imagine a company that has crisp, efficient, effective, aligned and adaptive processes for strategy execution that are embedded across the organization. Imagine the improvement in revenue, improvement in the bottom line, flexibility to adapt to market changes and increase in shareholder value. Great companies operate that way. If you don't, you can.*





# Deep Operating Experience

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We combine a unique approach to strategy execution with more than 25 years of broad and deep operating experience at all levels of the company in a wide variety of industry niches and a variety of functions.

Our methods make a difference for CEOs who are committed to systemic change.



Deep  
Operating  
Experience

Organizational  
Competencies

Disciplined  
Execution

Issue  
Focus

Team  
Alignment

Value  
Creation



CULLEN  
COATES  
& ASSOCIATES

STRATEGY  
EXECUTION  
360°