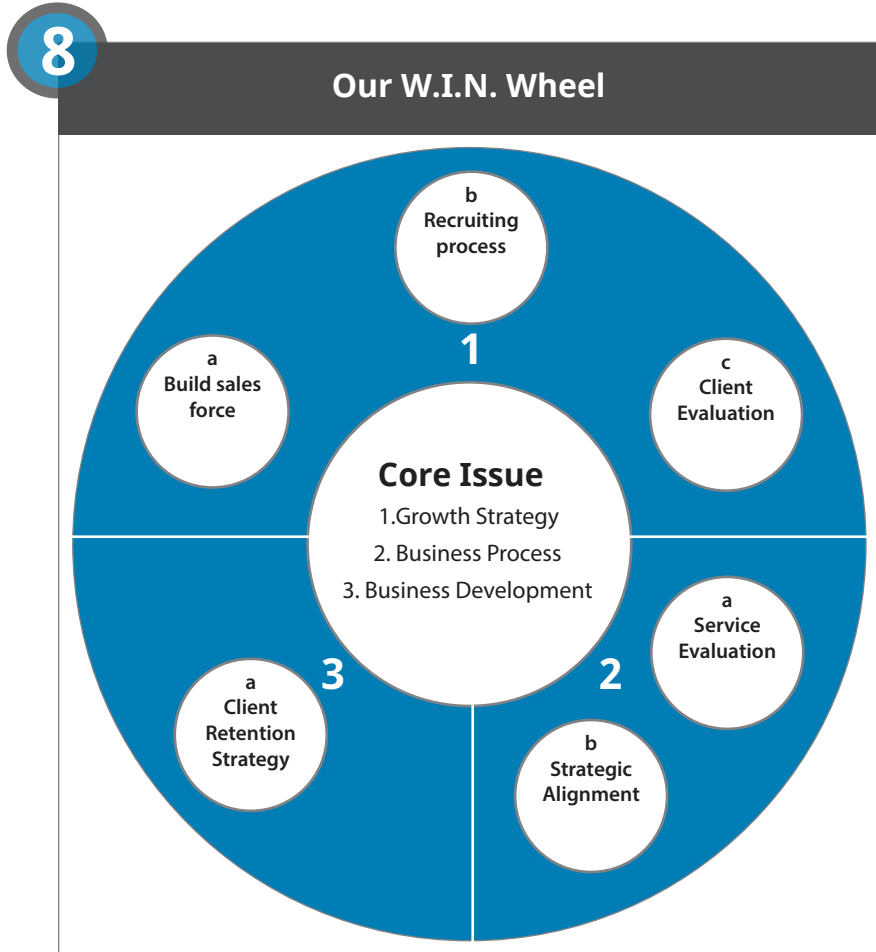
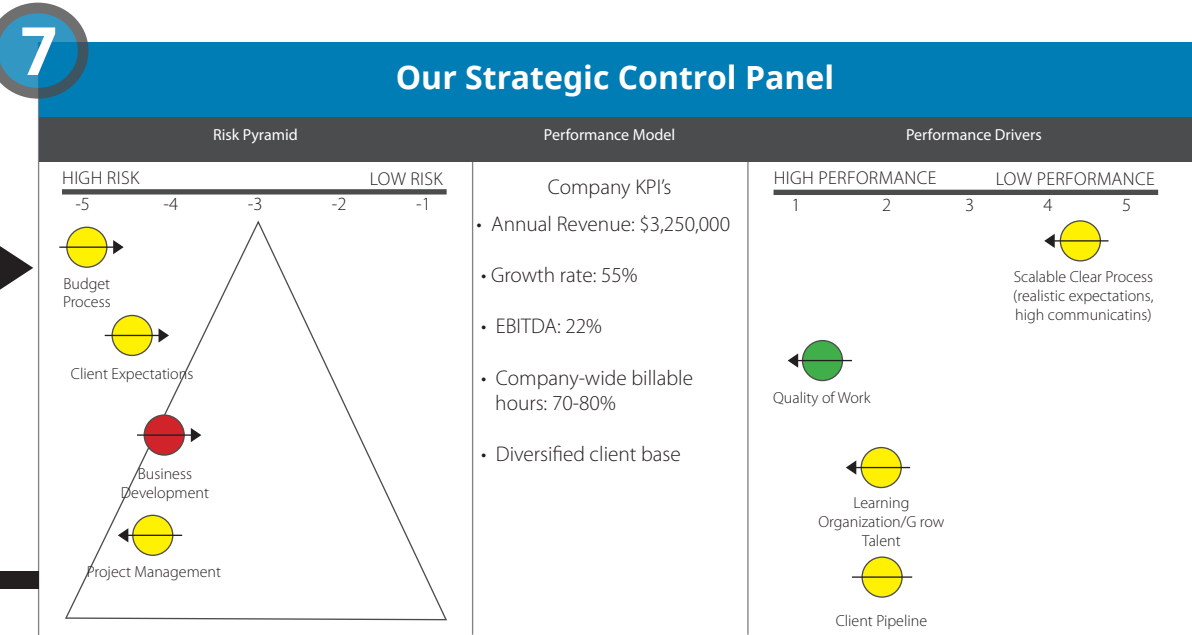
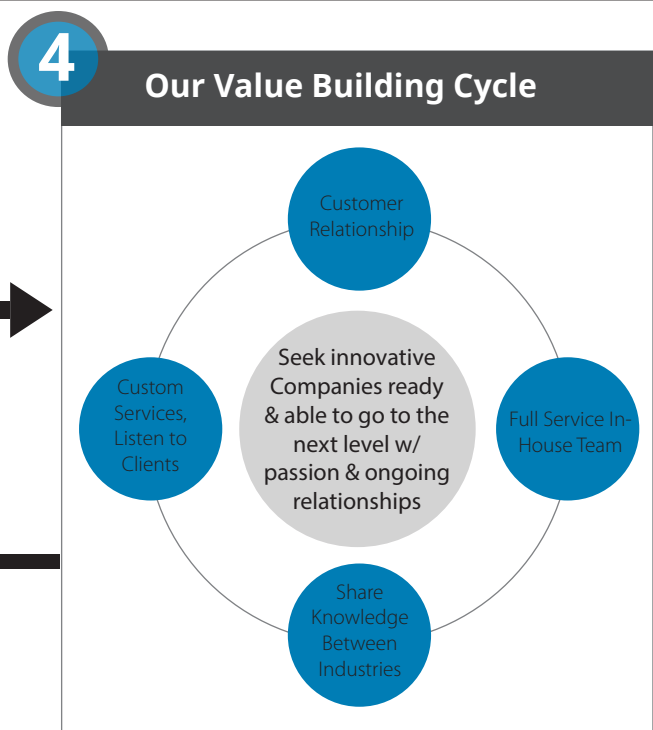
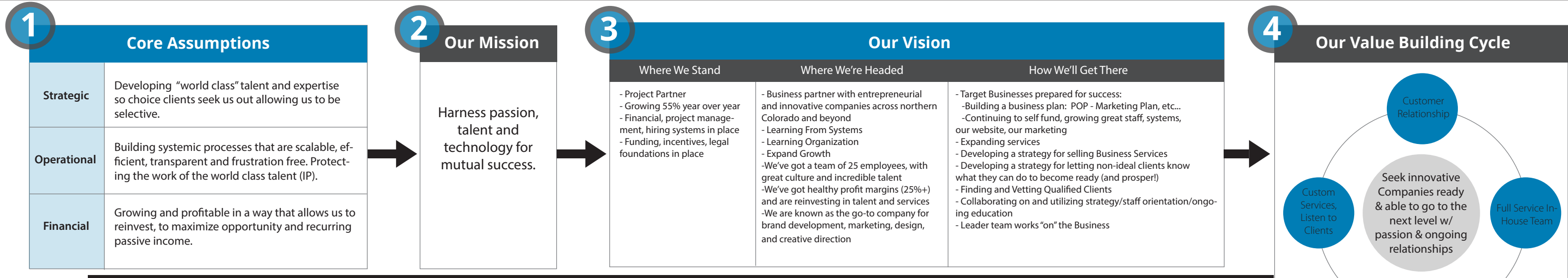


Your Company Plan On A Page



9 Action Initiative Profiles

#	Objectives	Key Deliverables	By?	Leader	Members	Status
1a	Build a strong sales force that will identify and manage key accounts.	Workforce assessment, key account profiles, job contracts, best in class hiring process.	2.15.15	Mary	Richard	Yellow circle with slash
1b	Develop our process for recruiting and on boarding to ensure our brand and culture is excellent.	Selection process guidelines, on boarding process, operationalize core values.	2.28.15	Kevin	Mary Dan	Red circle with slash
1c	Develop system for client evaluation to ensure we avoid more bad clients and attract the very best.	Internal and external scoring process for client relationships, analysis of prior clients based on ROI, Rev, etc., marketing plan for finding the right clients.	2.15.15	Dan	Chris Mckenzie	Red circle with slash
2a	Ensure we are focused on the right services to clients, both for us and for them.	Identify metrics for evaluating all services offerings (rev, profit, impact, fun, etc.), develop system for post-services evaluation, identify key gaps in services we offer.	2.28.15	Chris	Mary George	Red circle with slash
2b	Focus company around one strategic system, to stimulate growth and keep us aligned.	SWOT analysis on StratOp AIPs, schedule for review and renewal, internal training.	3.1.2015	Mary	Richard	Yellow circle with slash
3a	Develop and execute on our client retention strategy, to increase % of long-term business.	Customer score cards, best-in-class service, strategies for investing in key relationships, strategic partnerships for meeting great clients.	2.28.2015	George	Mary, Kevin	Red circle with slash

