

1. How it Happens

We've all seen it. An organization has some catastrophic event: Perhaps a fire or some force of nature that nearly destroys the physical operation. Maybe the loss of a customer that was such a huge percentage of revenue that the company is on the verge of collapse. There is something about these circumstances that creates the kind of shift where suddenly the focus of almost everyone becomes clear and the mission resolute.

"How do we provide the service and quality our customers demand? How do we work at optimum efficiency and productivity? How do we produce the maximum amount of profit with what we have?"

All the games and the politics are suddenly gone. All the excuses and justifications disappear. *"The production facility and equipment is old...the bookkeeping is antiquated...the marketing and sales staff don't understand the limits of our distribution system. My boss doesn't get it! Nobody here talks to each other."* All of these justifications for lack of performance disappear...for a while.

This phenomenon is referred to as "values clarification." Not some nebulous concept of what the direction of the company should be, but rather, very concrete definitions of what has real value and worth to the company, and what does not. What are the things we were acting like were so important that really don't matter: and what are the things we've not been doing or paying attention to that are the most valuable things to our success?

Moments of Clarity:

A Three step training to help organizations improve effectiveness by:

Identifying what has real value and worth to that organization and then getting the staff focused on solutions instead of problems

Removing the barriers to implementing those solutions

Maintaining improved performance
"for the long run."



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moments of clarity
for organizations



2. The Process

The dynamics that create this kind of clarity can be duplicated with someone trained to bring it out of the present staff in a group setting, designed to accomplish the extraordinary-without the catastrophic event.

- Over a one or two day period with staff sequestered together, Marc Hertz Consulting will establish and then deliver to the CEO a prioritized list of what the company needs to do to improve quality, service, productivity and profit. The list will be ranked and signed off on by staff members of diverse departments within the organization.
- Production, Marketing, Sales, Engineering, Distribution, Human Resources, Procurement, Finance, and whatever departments are represented in the group will feel like they contributed on a "level playing field."
- No one will be able to say that a consultant who doesn't understand "the industry" made the list because it was generated by and ranked by present staff.
- This particular group process insures that the "cream" of the ideas float to the top while the B.S. gets flushed.

This list by itself is invaluable to any organization and difficult to generate without someone trained to make it happen. Corporations work on producing this list for years without general agreement about its contents.



3. Removing the Barriers

Implementing the changes and improvements made obvious by this list of the things that have real value and worth to an organizations is the next level. Exceptional organizations with extraordinary staff take the list and "run with it."

Most companies need a little help in removing the specific barriers that exist with individuals or departments within the company in order to give the ideas the wings they need to get off the ground and become reality.

Another 12 hours of training delivered in two-6 hour uninterrupted sessions will expose and address most of these barriers. This is accomplished in a unique and engaging training with emphasis on the experiential and a minimum of lecturing:

- Communications skills are greatly improved
- Negative beliefs are exposed
- Programmed barriers to progress are addressed
- Prior justifications for lack of performance are exposed
- A greater sense of community and teamwork is instilled

Marc Hertz Consulting, LLC has unique trainings to facilitate the kind of improvements you are looking for in your organization. The benefits from this training far outweigh the little bit of time and money you will need to invest.

4. Maintaining Improved Performance

The momentum generated by the development of the Corporate Values Clarification list and the training in Removing Barriers can last a very long time or a few days depending on the level of commitment and follow up by current staff. There is nothing more disappointing than an effective consultant helping to improve the profits of an organization and having to return when the numbers go back to the original levels. Of course, some consultants revel in this very dynamic.

Let Marc Hertz Consulting develop a plan for ongoing Performance Improvement where you pay based only on a percentage of the improved profits.

It is a simple plan based on the contents of your income/profit-loss statement. With all items that cannot be managed such as service towards debt, depreciation on machinery and equipment, etc. removed- consulting fees are based strictly on tangible, manageable profit improvement quarter by quarter.

Call Marc Hertz Consulting for a more in depth and detailed explanation of how the systems and trainings are implemented.