

## Go from Mission Statement to “Mission accomplished!”

There’s only one way to make it happen – if leaders and their teams get focused and stay focused.

Stratex workshops and coaching programs create and sustain this focus to ramp up productivity, satisfaction and revenue generation across roles and organizational levels. The best news is the benefits begin right away – and continue long after. Our program yields lasting enhancements that drive long-term revenues and growth.

How do we create it? Together, we customize content and timing to meet your success criteria. You define the end game from the start, and celebrate at the finish line.

How do we sustain it? By harnessing individual career aspirations to achieve corporate performance objectives. Your people advance, your company profits.

### Takeaways, Not Theory

Evaluating professional development initiatives by bottom-line impact is no longer just a nice idea – it now drives your investment decisions. In response, our approach was developed by an executive consultant with 18 years of experience responding to C-level imperatives and standards. It introduces a set of twelve “Focus Games” to spark viable new options by combining straightforward tactical planning with right-brain thinking.

Just as a prism releases the color spectrum that already exists within white light, Focus Games elicit inherent drive and talents. Participants learn to capitalize on their assets to get what they want done...done.

Benefits for Leaders:

- ◆ Engage and retain the best and the brightest by exciting them with professional advancement paths that are “planned” not “canned.”
- ◆ Empower the right people to do what it takes to deliver and innovate without micromanaging.
- ◆ Share initiative and enthusiasm for performance enhancement with your team.

Benefits for All Employees:

- ◆ Step up to greater responsibility, compensation and respect.
- ◆ Recollect and reconnect with unique capabilities and patterns of success.
- ◆ Present powerfully at internal or client meetings and industry events.

## Positive Returns

In today's work environment, there is more than enough pressure and complexity. We offer an alternative path to success that is flexible, accessible and engaging. It is a guided way to increase personal, organizational and market returns.

- ◆ **This is about ROI.** The results make immediate business sense. Each person generates targeted plans in their own vocabulary to get more from today's staff meeting or next quarter's product launch.
- ◆ **The sum is greater than the parts.** Whether rolled out over days, weeks or months, the components reinforce each other. The net effect amplifies both financial and organizational rewards.
- ◆ **The results are empowering and enduring.** We build on existing core capabilities, rather than introducing processes, jargon and metrics to learn from scratch. Professionals already have enough on their plates. We enliven their thinking and awareness so they can amplify their value and confidence. What participants learn today, they use for the rest of their careers.

This is a rapid, positive, cost-effective way to align your people's focus with your business imperatives. It works well and it works fast. No capital investment or administrative infrastructure is required. Our mutual goal is simple - everyone wins.

## Stefanie Smith, Executive Consultant-Coach

Stefanie Smith leads Stratex, an executive consulting and coaching firm specializing in operational efficiency, communications, service quality and M&A integration. Her consulting, workshops and coaching clients include leaders at Morgan Stanley, American Express, JP Morgan, Memorial Sloan Kettering, Mount Sinai Medical Center, KPMG, Carnegie Mellon University, Western Forge, WinStar Communications, the New Jersey Society of CPA's, top law firms and private companies.

Previously, at Grant Thornton LLP, Ms. Smith advised middle market companies, government agencies and non-profit institutions. At Mount Sinai Medical Center, she performed strategic, operational and financial projects for the CFO and executive team. At the Federal Reserve Bank of New York, she streamlined operations and presented to the public on Fed policies and global capital markets.

Ms. Smith speaks for academic and professional groups and is quoted regularly in *The Wall Street Journal*, *The New York Times*, *The Sydney Morning Herald*, *CNBC.com*, *CBS Moneywatch.com*, and other media. She is a popular writer for American Management Association publications, including her recent "Amp-Up Your Leadership" series.

Her blend of creative and financial perspectives reflects her academic and professional history. She received her B.A. in Romance Languages and Literature from Princeton University and an MBA from The Wharton School and London Business School. She is bilingual English/Spanish and fluent in French. A more detailed professional bio, media quotes and published articles are available at [www.stratexconsulting.com](http://www.stratexconsulting.com).

## STRATEX WORKSHOPS: TOPICS AND REALTIME TAKEAWAYS

You might work out with a personal trainer, or join a group exercise class. Either way, you are led by an expert, but are actively involved and gain strength. Stratex workshops are run as interactive learning sessions. Beginning right there, right then participants generate practical insights leading to immediate achievements. They will:

- ◆ Communicate and collaborate with greater impact.
- ◆ Build capabilities and motivate themselves to acquire new ones.
- ◆ Set and attain measurable quarterly profit and performance goals.

Our first step is a planning conversation to define your current leadership goals and success criteria for the group session. We then customize content and format for your priorities and audience. After the workshop, we will review the outcomes and responses generated at the workshop to extend the benefits over the long term.

In some cases we complement workshops with private coaching so participants can make rapid progress on their current initiatives. In all cases, participants receive written materials and tools so they continue to reinforce and apply what they learned.

### ◆ BUILD YOUR LEADERSHIP ASSETS

Some people are born to lead. All people are born to learn. So everyone can learn to lead more effectively. Building leadership capabilities generates more than revenue, it can change lives. Beyond directing and performing business functions, leaders are responsible for guiding individuals and groups where they need to go.

To maximize success up and down the organization, it makes sense to build leadership assets at every level – not only at the top. People may be leaders of a practice or team within your company, or with their clients and peers.

- ◆ Leverage ten principles to bring out the best in your leadership qualities – balancing your natural inner qualities with emulating role models.
- ◆ Identify the best balance of empowerment and strength to build mutual competence and confidence with your team.
- ◆ Define your leadership goals and initiate a game plan to achieve them.

### ◆ PITCH YOUR STRONG POINTS

So much of business comes down to the ability to convince other people to do something while inspiring their enthusiasm and eagerness to be on board. At the end of the day, we are selling ideas, a plan, service, or ourselves. The more persuasive professionals are, the better they are able to engage their colleagues or clients, and the faster they can achieve your strategic goals.

Your employees are the face of your company. The better they represent themselves, the more they enhance the reputation of your company. Whether internally, to the market, or through social media, their image creates perceptions with the world at large. When it comes to presenting oneself as successful and centered, clarity and confidence beat trying to improvise – every time!

- ◆ Hone awareness of competencies and ability to express them smoothly in both informal and formal encounters – whether meetings, conferences, trade shows, or college reunions.
- ◆ Present powerfully on phone calls and social media to strengthen your professional impact.
- ◆ Establish an authentic executive presence, by highlighting contributions while conveying and inspiring respect for the organization.

### ◆ **FACE-TO-FACE IMPACT**

Over and over, our business experience is about meeting with people to determine whether our goals, talents and personalities will lead to mutual success. Senior executives can't and should not attend every important meeting, so they want to know that their representatives are going to make the time count. This workshop distills three time-efficient ways to consistently achieve meeting goals.

- ◆ Give and gain the highest value during in-person or phone meetings through proactive planning, collecting pertinent information and leaving attendees with the sense that their time was spent profitably.
- ◆ Begin making a strong impression way before walking through the door or picking up the phone. Harness the power of observation to advance an agenda.
- ◆ Become more persuasive and compelling while actually enjoying the process.

### ◆ **PROMOTE YOUR BOSS, PROMOTE YOURSELF**

Are you offering your best players the support and means to move ahead? Leaders sometimes say they want outstanding performance without explaining to their team how to make it happen. This workshop presents the “how” of aligning values and targets through more useful communication and mutual respect.

- ◆ Collaborate with your boss to create new opportunities and advance together – with both financial and non-monetary rewards.
- ◆ Reinforce awareness of business and organizational contributions through three quick and straightforward communications practices.
- ◆ Direct your efforts in sync with the highest and best use of your time. Checkpoint against evolving strategic directives.

## ◆ **TAKE YOUR EYES OFF THE BOTTOM LINE: OPERATIONAL AND ORGANIZATIONAL DUE DILIGENCE AND INTEGRATION PLANNING**

Throughout a merger or acquisition financial and emotional pressure is intense. All parties understand that the initial transition often determines ongoing profitability. While the main focus is on “the numbers”, overlooked management and operations factors make or break M&A deal success. This workshop provides practices and perspectives for CPA’s, attorneys, business development executives and their teams.

- ◆ Complement financial and legal analysis with risk-and-rewards insights on management, technology, sales, customer relations, and strategic partnerships.
- ◆ Engage key personnel to ensure continuity of sales and revenue generation and respond to unforeseen challenges quickly and across functions.
- ◆ Accelerate profitable outcomes with dedicated attention to ten business and organizational imperatives.

## ◆ **HITTING THE RIGHT NOTES: SUCCESSFUL CROSS-CULTURAL COMMUNICATIONS FOR INTERNATIONAL BUSINESS**

Viewing the business world from your own perspective is not enough to succeed in global collaboration or transactions. When embarking on a journey, it’s best to know the territory and learn the language - from formalities to personalities, from verbal language to body language. Approaching transnational relationships with sensitivity and awareness creates the basis for outstanding respect and advancement.

- ◆ Think in 3D: how you see yourself; how you see others; and how others see you.
- ◆ Play to your strengths, while remembering to stay in tune and in harmony.
- ◆ Engage a “guide” to ensure you remain on the right path while absorbing the culture, riches and risks of your environment.

## ◆ **ADMIN ADMIRER: PROFESSIONAL DEVELOPMENT FOR EXECUTIVE ASSISTANTS**

Over decades of working with stellar leaders, I’ve noticed one consistent secret: an outstanding assistant outside the corner office. While the executives’ styles and specialties vary, they invariably have found organized, reliable counterparts who put them ahead of the game. This workshop addresses the professional growth of those vital, indispensable resources. They know exactly how to take care of others - here is an opportunity for them to increase their own pride and contributions.

- ◆ Recognize the value you bring to your boss, clients, and the organization.
- ◆ Partner with your boss to take on greater responsibility, enhance your status and set goals for professional growth.
- ◆ Nurture and expand your professional network.