



Management Benchstrength. Since 1989.

Greater Profits and Business Value

Through

- **Strategic Projects**
- **Business Planning**
- **Interim Management**

Presented by:

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EDC Services

Strategic Opportunities

- ◆ Strategic Project Identification & Management
- ◆ “Value Drivers” Analyses and Execution

Planning

- ◆ Business & Marketing Assessments
- ◆ Planning: Strategic, Business, Marketing, Product Devt...
- ◆ Interim Management / Special Assignments

Corporate Development

- ◆ “Look See” and valuation assessments
- ◆ M&A Buy and Sell – Side Mandates
- ◆ Strategic Alliances and Partnerships

Strategic Project Management Success

First Pass



Second Pass

Strategic • Opportunity • Project • Management

Attack BIG opportunities as projects:

Strategic: Identify BIG profit & value potential

Impacts, or becomes a key aspect of the business

Opportunities: Validate benefits and- risks

Clear ROI targets that also fit vision & objectives

Project: Map out implementation requirements

Staff & financial resources, action plans and timelines

Management: Set responsibilities & targets

Exceptional talent and “deep” teams to ensure success

Strategic Opportunity Project Management

Supported with: Prioritize • Value • Plan • Launch

Prioritize: significant \$ is being left on the table.

Via focussed internal and external research

Value: higher profits & shareholder value.

Via market, customer and competitive projections

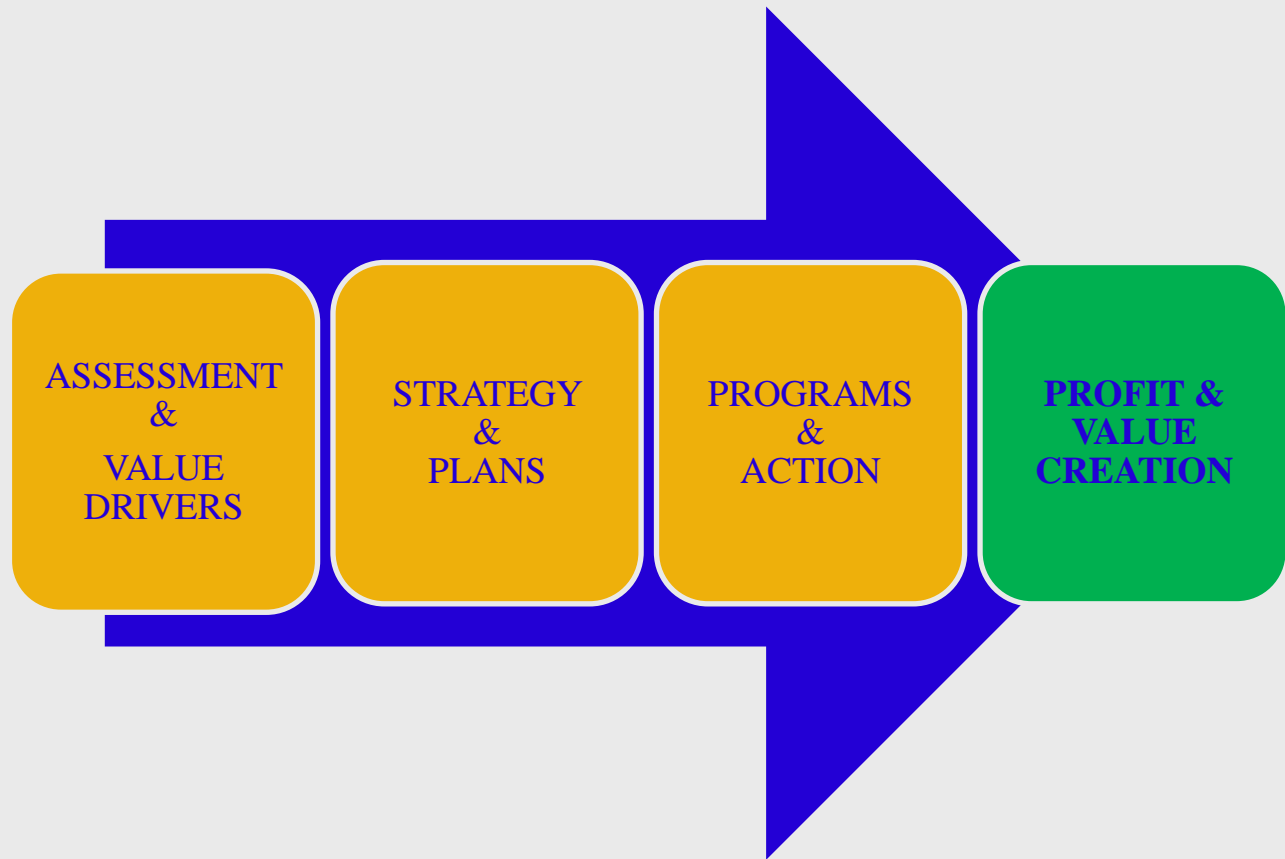
Plan: must be synergy with (sync to) current plan.

If not, change the plan or handle as a “special project”

Launch: Minimize risk – leverage-up benefits

Via test launches, phased roll-outs & building on success

Business Planning Profit & Value Creation



Business Planning

**ASSESSMENT
&
VALUE
DRIVERS**

Glean opportunities.
Determine options.

- ◆ Business and Market Performance & Risks
- ◆ Products, Service, Sales & Marketing Effectiveness
- ◆ Operational Strengths & Weaknesses



- ◆ Key Drivers of Profit and Shareholder Value
- ◆ Growth Strategy Options
- ◆ Operational Improvement Options

Business Planning

**STRATEGY
& PLANS**

Set strategy. Build detailed plans.
Ensure supporting platform.

- ◆ Engage All Departments and Stakeholders
- ◆ Set Vision and Potential Scenarios
- ◆ Quantify & Refine Strategies & Plans



- ◆ Detailed Programs, Budgets & Timelines
- ◆ Supporting Business Cases As Needed
- ◆ Departmental & Individual Accountabilities

Business Planning

**LAUNCH AND
MONITORING**

Lead, engage and manage
to ensure success.

- ◆ Compelling and Effective Launch Initiatives
- ◆ Risk – Minimization Via Testing & Phased Roll-out
- ◆ “Top-to-bottom” Engagement & Management



- ◆ Coaching and Performance Management
- ◆ Pro-Active Ongoing Course Correction
- ◆ Gaining Momentum and “Multiplier Effects”

Project and Planning Results...

**PROFIT
&
VALUE
CREATION**



- ◆ Greater Sales, Profits and Cash Flow
- ◆ Stronger Market and Competitive Position
- ◆ Succession / Monetization / Exit

Ongoing Momentum Via...

**SUPPORT
TOOLS
LEFT
BEHIND**



- ◆ Business and Market Information Feeds
- ◆ Staff and Customer Engagement Tools
- ◆ Up-To-Date Performance Metrics

Client Comments

- ◆ “I have known Eric Cole for 20 years and have retained him as a consultant and business developer. He has a unique ability to write comprehensive and actionable plans to achieve defined objectives. I would not hesitate to recommend Eric and EDC’s services.”
- ◆ What is most refreshing is Eric's approach to action - no delay, no procrastination and a dedication to make things happen regardless of the obstacles. In all my dealings with Eric he has been extremely well organized and creative in proposing solutions. “
- ◆ “Eric promised to challenge our thinking and help accomplish our goals - he delivered. His engaging and candid style brought our senior team into alignment efficiently, resulting in a powerful business model that attracted industry partners and our target market. “
- ◆ “Eric’s meetings and individual coaching support kept us on track while sharing his knowledge and skills along the way. We highly valued Eric’s work with our organization and recommend his skills and service.”
- ◆ Eric helped us assess various options to monetize the value of the business, and then built the plan to sell the business . Eric not only secured a very attractive multiple, but due to the good will engendered with the buyer, he secured an employment contract for me.

Assignment Examples

◆ Environmental Companies

- Bio-remediation. Strategic planning, international partnerships, Chairman (COB)
- Bio-tech. Business planning to secure growth financing
- Renewable Energy. Business model devt. and services launch, advisory to Board

◆ Manufacturing Companies

- Home Products. Design & management of global category management group
- Food. Market and employee research, strategic planning
- Tires. Successful search, negotiation and completion of global merger
- Building Products. Performance assessment and business planning

◆ Web / Technology Companies

- Telco. Marketing plan, Interim VP marketing, launch leadership
- Broadcasting. Valuation and global marketing plan for archived content
- Publishing. Research & business plan, Interim GM and VP Sales and Marketing
- Web Buying Group. Strategic planning, product development & sales launch

◆ Other

- Business Services. Sales, marketing and partnerships management
- Financial Services. Marketing planning, business development programs
- Health Care. Managed sale to strategic buyer



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Eric Cole, MBA, CMC
Coaching. Consulting.
Planning. Management.

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