

## STRATEGY. PERFORMANCE. RESULTS.

CoreStrata provides performance strategies and leadership development to improve the overall performance and profitability of organizations. We understand the challenges and needs of today's business leaders and provide a broad and comprehensive range of products and services to improve the performance and profitability of your organization.

We achieve our results by helping you develop and align your entire organization; your leadership and people, strategies, communications, systems, processes, controls, measurements, and the financial management necessary to achieve your vision and to gain and maintain competitive advantage! Our starting point is your organization's strategy. We assure that it is well defined and that the core strategic drivers, which are so critical for supporting and driving your strategies, are effectively in place.

CoreStrata believes that the most effective strategies and solutions come from within an organization. We are innovative and we take an integrated approach to assessment and implementation. As we customize solutions to meet our clients' needs, we also provide unique follow-up services that help ensure their ongoing success. We have extensive consulting experience, and our clients measure our results by the key indicators of their own success.

## OUR CORE MISSION

An Integrated Part Of Our Clients' Success

## OUR PURPOSE

To help organizations develop innovative performance strategies and leadership to prosper in today's highly competitive and rapidly changing environment.

## OUR CORE VALUES

- » Putting Clients First
- » Integrity
- » Excellence in All We Do
- » Passion
- » Creativity and Innovation
- » A Collaborative Approach

## INDUSTRIES SERVED

- Aerospace
- Automotive
- Biotech
- Construction
- Design/Communication
- Distribution
- Engineering
- Financial
- Food
- Gaming
- Government
- Healthcare
- Hospitality
- Life Sciences
- Manufacturing
- Pharmaceuticals
- Publishing/Printing
- Non-Profit
- Retail
- Software Development
- Technology
- Telecommunications
- Transportation
- Website/E-Commerce

Our core focus is the small to mid-size market – \$2 million to \$200 million in revenue.



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Performance Strategy

Organizational Assessment

Performance Assessments

Leadership Development

Executive Coaching

## PERFORMANCE STRATEGY

*“Is your company reaching its potential for profit, growth, quality, productivity and customer service?”*

If you are finding that it is increasingly more difficult to improve your company’s performance, then you are not alone. In today’s competitive environment, performance strategies that were effective in the past are no longer providing the needed or expected results.

CoreStrata will help develop and implement core strategies that significantly improve your organization’s performance. Our goal is to help your company outperform your competition!

## ORGANIZATIONAL ASSESSMENT

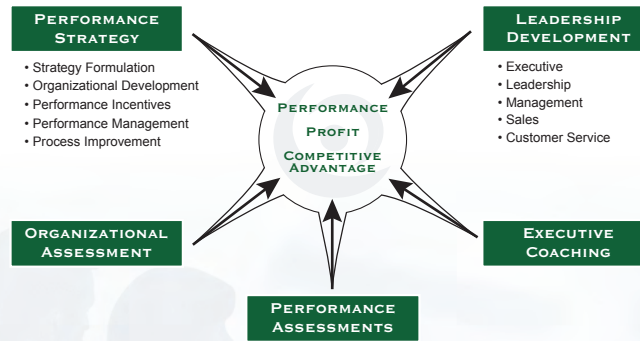
*“You get a physical once a year, isn't it time for your company to have a check-up?”*

Be proactive. The CoreStrata organizational assessment is an unbiased and comprehensive evaluation of your organization’s performance. We assess your strategy, leadership, sales, human resources, systems, processes, communications and financial performance.

We evaluate your company’s strengths and weaknesses and identify the key-performance drivers to improve overall performance. The assessment goes deep, well beyond the numbers!

This assessment can be focused on your whole organization, a division, a department, a team, a project, or a special group.

## corestrata<sup>™</sup> Performance Consulting



## PERFORMANCE ASSESSMENTS

*“Do you really know what drives and motivates your employees?”*

CoreStrata performance assessments eliminate the guess-work and costly trial-and-error approach to determine and understand “what makes people tick” and what motivates them.

CoreStrata performance assessments are a series of internet-based behavioral and attitude assessment tools that:

- » Improve leadership skills
- » Improve communication
- » Improve individual performance
- » Enhance teamwork
- » Improve hiring effectiveness
- » Increase sales effectiveness
- » Improve overall company performance and profitability

## LEADERSHIP DEVELOPMENT

*“Does your management team have the leadership skills to perform at the level you expect?”*

We provide leadership development to enable your managers and your company to achieve extraordinary performance. Effective leadership creates a focused, goal-driven, vibrant, innovative, proactive, and responsive organization.

Developing leadership is one of the most important and greatest investments that your company can make to ensure long-term success. Great leaders are made and not born!

## EXECUTIVE COACHING

*“Who is developing and challenging your executives?”*

Executive coaching is a one-on-one relationship that engages an executive in a deep and honest exploration of their goals and the actions required to accomplish them. Provide your executives the ultimate challenge!

Executive coaching supports, challenges, and holds accountable your executives to make consistent and often dramatic progress towards the realization of his or her most important aspirations as well as his or her potential.