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There are many challenges facing management in the 21st century, having processes in place to ensure a smooth flow of production or quality control can be the difference between success and failure in the marketplace!

Groupe Berlie S.A. concentrates on 'FOCUSED ACTION' to assist your management team in taking the necessary steps to create processes that are both clearly defined and simple to implement.

We begin with a NEEDS ASSESSMENT to determine what action or actions need to be taken. In addition, we check to see if management's expectations are being effectively COMMUNICATED and understood throughout your organization.

Next is an ANALYSIS of all aspects of your operation and the level of implementation of the systems currently in place. This analysis allows our consultants to IDENTIFY areas of opportunity and apply BEST PRACTICES within a set of CUSTOMIZED RECOMMENDATIONS that closely fit your needs and situation.

Once the recommendations have been made, our consultants assist your management team with IMPLEMENTATION and then FOLLOW UP on your team's progress regularly assisting, as necessary, with any RE-IMPLEMENTATION to ensure each process stays in place and is refined.

Your management team may have a clearly defined vision of what products, services and processes are being offered in the marketplace, but is that vision CONCISE in its wording and is it CONSISTENT with your company's stated mission? And even more importantly, is the message of that vision EASILY UNDERSTOOD by all associates, not just executive management?

To arrive at your goals takes a series of actions and decisions as you move forward. Deciding on a course of action involves understanding the underlying elements completely.

We provide your management team with a thorough ANALYSIS of the current situation. The PURPOSE of the analysis is to identify each element necessary to plan and execute a course of action. The analysis focuses on IDENTIFYING the strengths of the organization and also areas of opportunity.

Having systems and processes in place does not ensure their implementation or use on a consistent basis. Identifying the current level of IMPLEMENTATION of your current processes and systems creates a basis or starting point for enhancements.

Once the analysis is complete, the COST of any needed changes will become apparent to allow management to make educated decisions regarding implementation.

Any opportunities for improvement identified during the Analysis can be reviewed on various levels.

Utilizing 'best practices' for your industry can help place your firm in a stronger competitive position by using a technique called 'STRENGTHS MATCHING'. Strength matching effectively matches your associates/team members to their respective functions. Any SYSTEM CHANGES or

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ENHANCEMENTS can be driven from the bottom up to ensure the 'buy-in' of your associates through a FEED-BACK LOOP PROCESS. Quite often the people doing the actual work using the proscribed processes are the ones to best recommend changes and improvements!

We can help your management team develop and implement a feed-back mechanism that encourages all your associates to seek out ways to constantly improve what they do.

Many organizations may understand the challenges they face in the marketplace, but are unable or unwilling to make the needed changes or implement new processes.

Consulting firms are often hired to identify areas of improvement, but once the consulting phase is complete, implementation by the client's management team often gets put on the 'back burner' as the day-to-day requirements of business take over.

Groupe Berlie goes one step further by assisting your team with the actual APPLICATION of any identified best practices. We use both INDUSTRY and NON-INDUSTRY ideas to help you gain a competitive advantage.

Even best practices need to be 'fit' to your organization to work correctly. We help develop a 'custom-tailored' set of processes so both the FIT and FUNCTION matches the strengths of your organization and then assist with their implementation.

Further analysis and feed-back are used throughout to further refine each process as needed.

Using CUSTOM-TAILORED recommendations instead of a 'cookie-cutter' approach ensures the MAXIMUM UTILIZATION of your existing assets. Your associates are your most valuable asset and our 'strength matching' ensures the most effective use of each member of your team! If physical improvements to your facilities are needed, we work closely with the departments concerned to incorporate best practices into the design and construction.

All process or system change recommendations are designed to be within the SCOPE of your ESTABLISHED BUDGET to further ease immediate and consistent IMPLEMENTATION by your team.

Working elbow to elbow with your management team, Groupe Berlie can assist with implementation of processes, systems and developmental enhancements to help your organization maintain its competitive edge now and in the years ahead.

As we work closely with your associates and managers, we employ COACHING TECHNIQUES that are designed to have your team members develop the best solutions for each challenge uncovered during the Analysis phase. A good coach is someone who is there to bring out the best performance, not be the performer! Our consultants are skilled coaches so after our part in the process is complete, your associates and managers can continue to improve and refine their performance!

Using the Recommendations developed in other consultative phases, ACTION PLANNING becomes critical as each task is assigned to a member of your team for development and implementation

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with our consultants there to coach them along. Action planning is a key to success when it is used and reviewed consistently.

Following up or 'inspecting what you expect' is critical for ongoing improvement. We use an approach that is best described as 'ready, fire, aim' when it comes to implementation follow up. What this means to your organization is the continuing ANALYSIS and REFINEMENT of each process step or system element to incorporate a 'kaizen' pattern of constant quality improvement!

As refinements are made, a program of 'reimplementation' begins and becomes on-going and sustainable.

Our facilitation and training are conducted by seasoned professionals with specific knowledge and expertise pertaining to the process or element being discussed. We offer several choices for facilitation, including one-on-one individual coaching.

The approach we use for Individual Coaching begins with identifying the INDIVIDUAL STRENGTHS of each of your team members. Instead of matching the individual to the job, we believe in 'fitting the job to the person'! In other words, we work to effectively 'CUSTOMIZE' your team members, which reduces turnover while it increases morale thereby reducing your recruiting and training expenses. Having associates and managers who feel 'fulfilled' with their contribution to the overall success of the organization is another key to enhancing your competitive position in the marketplace!

As buyer and customer demographics change within increasingly competitive markets, it becomes critically important for your team to understand not just the image of your organization, but the effectiveness of their marketing efforts.

Groupe Berlie can assist you with conducting Focus Groups to gain first-hand, up-to-date knowledge of current market trends. We help develop the FOCUS GROUP CRITERIA and ESTABLISH the demographic make up you want to target. We can FACILITATE and stage focus group events and assemble DATA for analysis and review. We create both a high-level EXECUTIVE SUMMARY as well as providing the DETAILS of the event for in-depth analysis of participant comments and suggestions.

We provide your team with a complete REVIEW and ANALYSIS of the events to help improve both your focus group process and determine future needs for additional events.

In addition, we can conduct 'Mystery Contacts' for your organization to focus on SALES or CUSTOMER SERVICE, areas that create a lasting impression of your organization! Mystery contacts can be conducted through the INTERNET, by TELEPHONE or IN PERSON to gather the 'intelligence information' you need. We provide you with detailed data ASSEMBLED in a format or database of your choosing. As with the Focus Groups, we provide you with an EXECUTIVE SUMMARY and DETAILS of each contact so you and your managers have a view of the customers' perspective.

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Our US based clients range from automotive giants to targeted investment firms to risk management corporations. All have benefited from our approach and expertise as they grow within their industry and marketplace segments!

To contact us for more information: info@groupeberlie.com