



Results matter. and you are accountable for them.

Does anyone else recognize how quickly things will need to be done in this company?

Why is no one responding to the direction you've set and the efforts you've made?

What is it going to take to get this company re-aligned? Re-focused? Re-energized?

How many chances will you get to ensure the future success of your company?

Do you have the courage to turn things around...again?

(be honest)

Change is inevitable. Results are up to you.

Balance Point helps you create an organization that's accountable for results.

A merger or a new CEO. Downsizing. New competitive threats. A new strategic direction.

They all demand a new way of thinking from everyone in your organization. Are they ready to deal with that reality? What about you? All too often, even the best intentions fall short when it comes to meeting performance goals today.

It's ugly when that happens. Missing a goal often causes a small crack to become a chasm, first between the departments in your company, then within the teams in your company.

Are you charged with results?

There is a root cause for such a downward spiral, and it's the reason Balance Point exists. Our "Outcomes" process is used when the executive team needs a tune-up, or a wake-up call delivered by an outside expert who can improve:

Focus — to create clarity about what matters in these challenging times

Alignment — of your organizational purpose, vision, values and mission

Commitment — to generate individual and team spirit for doing whatever it takes to accomplish near-term targets.

When BPI keeps its promise to improve your company in these key areas, your ability to execute and deliver improved profits becomes self-sustaining.

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"(Your) valuable insights, counsel and ability to get management to focus on the key issues facing the company were of immense help to us."

Rupert Murdoch,
Chairman & CEO
The News Corporation, Ltd.

"Managing change" is an oxymoron.

Luckily, only a moron cares.

We take the focus off shallow, intellectual understanding. Instead, we put the focus firmly on the place where all meaningful change starts—the hearts and minds of your people. We confront and help you leverage the attitudes, perceptions, beliefs and relationships within your organization. The Balance Point Outcomes process helps you make authentic changes.

Why our Outcomes process generates results when others do not.

There are many firms that will help you "manage change", for years and years in fact. Most are ineffective for the same reason. Their efforts are directed at organizational systems and structures, without acknowledging the most important element in the equation—your people. Your stakeholders.

Can you admit what's really there? Fear, distrust, poor communication, resistance, hidden agendas—sure...there they are. So we address these barriers to productive change head on.

Through increases in awareness, responsibility and communication the Outcomes process:

- challenges unproductive behavior,
- builds genuine commitment to your business performance,
- creates breakthroughs in the relationships of people, which in turn
- accelerates breakthroughs in the performance of your organization



"The approach really worked! There has been a dramatic change in the organization. We are more focused, have a clearer sense of where we want to go and have a working environment that is dramatically improved. Communication has significantly improved. Creativity is at an all time high. Productivity is way up. And, most importantly, we had record profitability last year."

James R. Pouliot
Chairman, CEO and President
Viking Insurance Company of Wisconsin

This is no program of the month.

Management trends come and go. There will always be a new program touted by business experts as "the answer." So what are we saying here?

Unlike other approaches, Balance Point Outcomes achieves nothing less than a fundamental difference in the way people interact, embrace their roles, and take personal responsibility for the success of their organization. Does that sound different?

Our work is driven by the realities of your business

Your program is grounded in a clear understanding of your company and its immediate business objectives. Since we believe that the solutions lie within your own organization we probe, ask tough questions, and then design a program that fits the goals and temperament of your company. The Outcomes process includes:

- Assessment of your current reality and readiness for results-oriented change (executive interviews and other feedback mechanisms)
- A high-impact executive off-site event utilizing BPI's proven methodology to generate focus, alignment and commitment.
- Follow-up executive coaching, meetings and a roll out to staff to ensure breakthrough performance.

Mind you, this is not an easy, orderly process.

This is perhaps the best reason to work with us. We have the objectivity to deal with a process that's messy and emotional, which is exactly why few "change managers" want to make a career of it. Working from our outside position, we can avoid these dilemmas altogether.

Outcomes deal head-on with the chaos, confusion and emotion associated with change. We immediately confront these elements, to establish meaningful, sustainable change which can be measured in your business results.



"Your support and unique perspective were vital to the development and communication of our GPU vision, and in jump-starting our culture-change process. You have helped us understand what we must do, both as an organization and as individuals, to ensure our future success."

James R. Leva
Chairman, CEO & President
General Public Utilities Corporation

Expect authentic results.

That's the point of BPI's involvement. As your partner, we are dedicated to helping you unleash the power of your people. After working with us, you will have a critical mass of people who:

- **eagerly take responsibility for themselves and ownership for the goals of the organization**
- **communicate effectively**
- **work cooperatively in a spirit of partnership**
- **have the courage and ability to take appropriate risk**
- **are positive, creative and embrace the company's success as their own.**

With people like this, aligned in a clear strategic direction, one thing is inevitable: enhanced performance and superior business results at your company.

If you've read this far, you're ready...

When you simply cannot tolerate another ineffective attempt to change the way your company works...

When you're ready to make your people the engine for truly significant change...

When you're ready for measurably improved results call: **425.803.0303**.

Share a history of success with recognized clients.

Since 1974 Balance Point's principals have perfected their ability to help companies create breakthrough results in companies large and small. With clients located in Asia, North and South America and Europe, we have directly and positively influenced people and results for corporations like Chase Manhattan Bank, Duke Power, BlueCross BlueShield, AT&T and Twentieth Century Fox.

That's the legacy we have established. The quotes you see here, and many more we're happy to share, indicate the impact we routinely achieve and that we guarantee we'll create for your organization.

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