

**STRATEGY,  
TACTICS,  
TALENT.**

**PROCESS,  
PARTNERSHIPS.**

***for SALES, MARKETING, and BUSINESS OPERATIONS.***

***To improve business results.***

***To strengthen sales and marketing success.***

***To create partnerships that add value.***

***To build your team stronger.***

## BUSINESS GROWTH CONSULTING

*Improve operating efficiencies, create repeatable results, cultivate new ideas.*

*Work smart, make more, spend less.*

- \* Strategy / Tactics Planning.
- \* Process Coaching.
- \* Cost-Saving / Profitability Plans.
- \* Concept Incubation.

## **SALES, MARKETING, BRAND CONSULTING**

*Know your buyers, speak to their needs, tell relevant brand stories, create and apply the right plans.*

*Fresh thinking, practical applications, real results.*

- \* Strategy Ideation.
- \* Tactics Creation.
- \* Branding Design.
- \* Project / Process Mgt..

# CORPORATE PARTNERSHIP SEARCH

*Co-branding, co-marketing, licensing, sponsorship, strategic alliances, M&A's.*

*Leveraging assets to create added opportunity.*

- \* Partner Searches.
- \* Partner Assessments.
- \* Partnering Strategies.
- \* Partnership Coaching.

## EXECUTIVE SEARCH

*Build your team with the best talent, develop their contribution capabilities.*

*Delivering HR solutions, representing your firm with quality.*

- \* Talent Recruiting.
- \* Performance Assessment.
- \* Team / Personal Coaching.
- \* Skills Training.

# IT'S NOT JUST WHAT WE DO, IT'S HOW WE DO IT.

*We know there are many, many others that offer what we do.....*

*But, our creativity, tenacity, and professionalism sets us apart. Plus, we bring entrepreneurial thinking, corporate culture understanding, brand knowledge, real world logic, a track record of success, and.....*

*.....then, there is 'The PDCA Process'.*

# PDCA - 'PLAN-DO-CHECK-ACT'

*PDCA Inc. is inspired by the performance improvement theories of W. Edwards Deming, whose 'PDCA cycle' influenced US/Japanese quality practices and The Toyota Process.*



W. E. Deming

PLAN

CREATE A STRONG PLAN, per needs.

DO

IMPLEMENT via a process that delivers consistency.

CHECK

ANALYZE PERFORMANCE, measure results.

ACT

ADJUST ACTIONS, as needed, to stay on-plan.

*Since 1995, we've innovated by applying Deming 'PDCA' practices to Business Management, Sales, Marketing, Partnerships, and Executive Search.*

# BENEFITS OF 'P-D-C-A'

## *Business Growth Consulting*



The PDCA process improves work efficiency, team skills, priority setting, and product quality so that increased profits are consistently delivered.

## *Sales, Marketing, Branding Consulting*



PDCA focuses on customer interests, buyer retention factors, and product qualities to drive strategies that create authentic consumer needs-solutions deliverables.

## *Corporate Partnership Search*



PDCA makes partnerships work by facilitating partner respect, promoting a long-term perspective, and implementing positive partnering processes.

## *Executive Search*



Candidates that possess PDCA qualities, values, and skills bring significant benefits and 'by example' leadership to your firm.

# PDCA PROCESS '14 POINTS'

## *DEMING PDCA*

- CONSTANCY OF PURPOSE
- CONSTANT IMPROVEMENT
- CREATE A LEARNING ORGANIZATION
- TRAINING AND SELF-IMPROVEMENT
- FOSTER TEAMWORK
- LEADERSHIP = TEAM COACHING
- DRIVE OUT FEAR
- NO SLOGANS
- NO QUOTAS
- NO MASS INSPECTIONS
- NO AWARDED ONLY ON PRICE
- PRIDE = WORKMANSHIP
- TAKE ACTION
- EMBRACE THIS NEW PHILOSOPHY

## *TOYOTA PDCA*

- THINK LONG-TERM
- PROCESS = RESULTS
- FIRST GET QUALITY RIGHT
- DEVELOP PEOPLE
- CREATE CONSENSUS
- GROW LEADERS
- RESPECT PARTNERS
- KANBAN ['Pull' Systems]
- HEIJIMA [Even Workloads]
- STANDARDIZE TASKS
- FACTS VS DATA
- USE TESTED METHODS
- GO SEE FOR YOURSELF
- HANSEI [Reflect], KAISEN [Improve]

# PDCA PROCESS STEPS

- |                        |   |
|------------------------|---|
| 1] 'WHAT' STUDY        | <u>What</u> conditions exist. Situation analysis, Needs definition.       |
| 2] '5 WHY's' STUDY     | <u>Why</u> conditions exist. Facts, Information, Insight analysis.        |
| 3] '7S's' STUDY        | <u>Strategy, Structure, Skills, Staff, Shared Values, Systems, Style.</u> |
| 4] OUTSIDE STUDY       | External market factors. Lifestyle relevance.                             |
| 5] INITIAL FINDINGS    | Issues, Opportunities, Priorities identification.                         |
| 6] RECOMMENDATIONS     | Plans, Tactics, and Rationale.  |
| 7] CONSENSUS MEETING   | Buy-in to the plan. Realizing shared purpose.                             |
| 8] TRAINING SESSIONS   | Institute required knowledge.   |
| 9] LEADERSHIP SESSIONS | Build Vision and Teamwork. Drive out fear.                                |
| 10] ACTION             | Implement the plan.   |
| 11] ADJUSTMENT         | Performance inspections. Check the work.                                  |
| 12] IMPROVEMENT        | Refinements. Updates. Continuous review.                                  |

# PDCA REPORT

- A focused 1-page document that communicates and manages PDCA thinking / solutions.

<b>TITLE</b> [Subject and / or Purpose]	<b>TO:</b> _____
<b>PROBLEM / SITUATION</b> What is the issue. What is the current situation. Why is this a problem / situation.	<b>PLAN</b> Countermeasures to the problem / situation. Rationale why this Plan was selected.
<b>TARGET / GOAL</b> What is the objective. What, When, How much [quantifying success].	<b>DO</b> Implementation. What, Where, When, Who, How much [\$.
<b>CAUSE ANALYSIS</b> Background facts, Details, '5 Why's'.  ROOT CAUSE identified here.	<b>CHECK</b> Follow-up study and analysis.
	<b>ACT</b> Future improvement actions.
	<b>Author:</b> _____ <b>Date:</b> ____

# PDCA TEAM

*PDCA Inc. is more than just the efforts of Leo Parente.*

*It is a working alliance of professionals and professional resources in areas of expertise that are relevant and diverse-*

- ADVERTISING / MEDIA
- ENTREPRENEURSHIP
- EXECUTIVE SEARCH
- PROCESS MANAGEMENT
- BRAND DESIGN
- EVENT MARKETING
- INVESTMENT FINANCING
- SALES PROMOTION

*On any project, consistent with need, budget, and logistics, PDCA assembles its team.*

*Similar to the 'Movie Production' concept - we bring together the right talent for the project.  
.....except costs are under control and our 'superstars' are way more affordable!*

# PDCA EXPERIENCE *BRAND LEADERS*



# PDCA EXPERIENCE *INDUSTRY DIVERSITY*

- ADVERTISING
- AUTOMOTIVE
- B2B GOODS / SERVICES
- EXECUTIVE SEARCH
- FOODS
- INTERNET
- PHARMACEUTICALS
- REAL ESTATE
- SPORTS
- APPAREL
- BEVERAGE
- CONSUMER GOODS/SERVICES
- FINANCIAL SERVICES
- INDUSTRIALS
- MARCOM SERVICES
- PUBLISHING
- RETAILING
- TECHNOLOGY

# PDCA EXPERIENCE *AUTOMOTIVE SPECIALTY*

- ADVERTISING
- MARKETING
- BRAND MANAGEMENT
- SALES MANAGEMENT
- STRATEGIC PLANNING
- PRODUCT LAUNCHES
- PR COMMUNICATIONS
- SALES TRAINING
- DEALERSHIP MGT.
- LOYALTY MGT.
- MKT. REPRESENTATION
- PRODUCT DISTRIBUTION
- MOTORSPORTS MKTNG.



## PDCA EXPERIENCE *CLIENT COMMENTS*

*“Sees the reality of a situation and delivers insightful solutions that work.”*

*“Great coaching and motivating advice.”*

*“Process designers and team builders.”*

*“The candidate exactly fit our needs and personality.”*

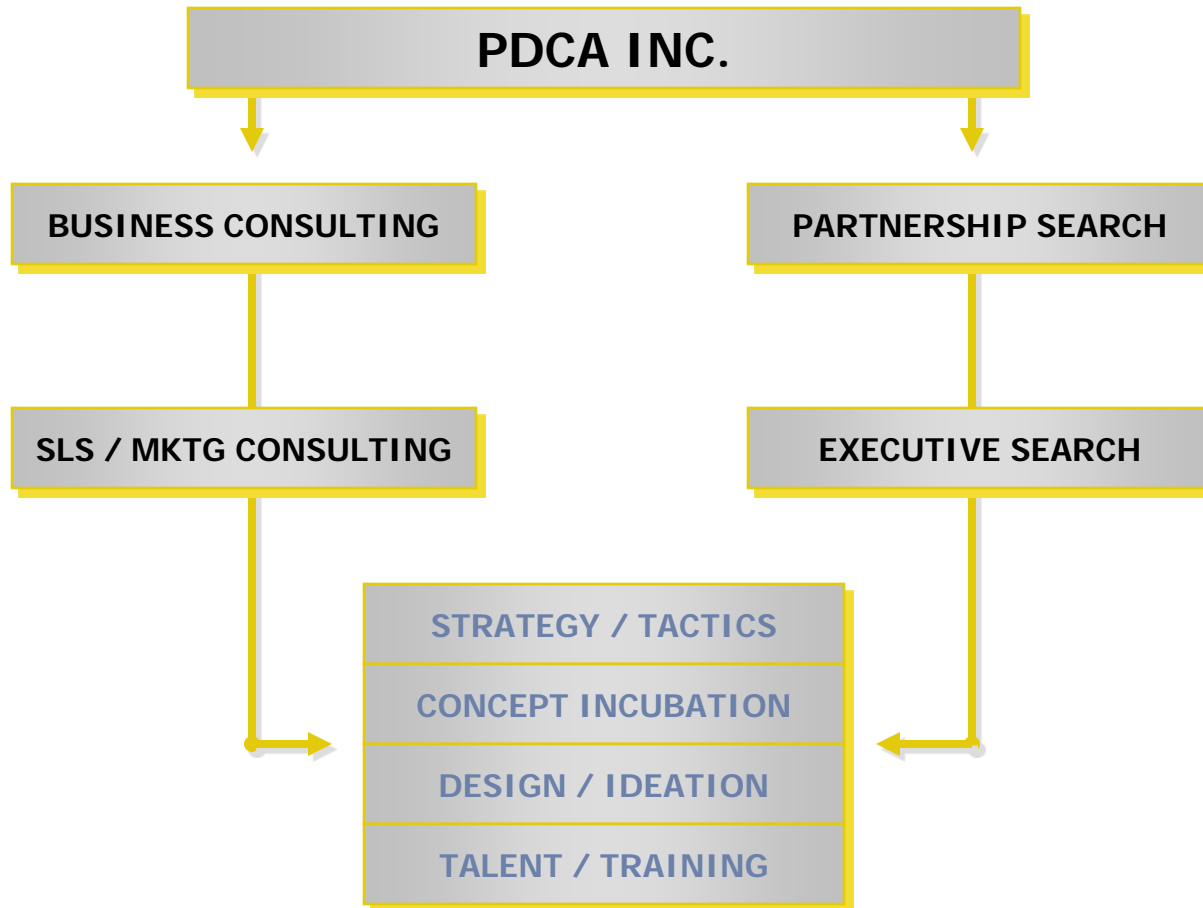
*“Knows how corporations think. Knows how to sell to them.”*

*“Consistent, creative, accountable.”*

*“Understands brands and how to tell their story.”*

*“Helped us make more money.”*

# PDCA DELIVERABLES



# BUSINESS GROWTH CONSULTING

- **STRATEGY / TACTICS PLANNING**
- **OPERATING PROCESS IMPROVEMENT**
- **COST-SAVING / PROFITABILITY STRATEGIES**
- **TURN-AROUND PROBLEM-SOLVING**
- **MANAGEMENT SKILLS COACHING**
- **CONCEPT INCUBATION** *[continued on next page]*

PDCA has helped clients increase sales and profits, improve operations, craft market positions, and write business strategies.

With structured analysis, on-site coaching, hands-on advice, and a defined game plan, PDCA assures the correct results-driven actions are taken.

## CONCEPT INCUBATION *BUSINESS GROWTH CONSULTING*

- ***BRINGING IDEAS TO LIFE, STRUCTURING THEIR SUCCESS***

PDCA's entrepreneurial vision and corporate experience helps make concepts a reality-

- \* Creative Concept Brainstorming.
- \* Business Plan Development.
- \* Management Team Acquisition.
- \* Investment Capital Access.
- \* Organization Development.
- \* Operations Planning and Management.
- \* Networking.

# SALES, MARKETING, BRAND CONSULTING

- **STRATEGY IDEATION**
- **TACTICS CREATION**
- **BRAND DESIGN**
- **PROJECT / PROCESS MANAGEMENT**

PDCA delivers effective sales, marketing, and branding by focusing on 3 key areas -

\* The Message, The Medium, The Audience.

“What to say, How to say it, Who best to say it to”.

Brand attributes, buyer lifestyle interests, and current trends are examined.

PDCA has designed strategies, created campaigns, built teams, and delivered sales for B2C and B2B brands reaching both general market and diversity audiences.

# CORPORATE PARTNERSHIP SEARCH

- **CO-BRANDING, CO-MARKETING, LICENSING, SPONSORSHIP**
- **STRATEGIC ALLIANCES [B2B, B2C], MERGERS & ACQUISITIONS**
- **BRAND REPRESENTATION** *[continued on next page]*

PDCA knows partnerships -

- \* *The benefits of partnerships.*
- \* *How, when partnerships work best.*
- \* *How to ID and solicit the right partners.*
- \* *Negotiating partnership success.*
- \* *Return on Investment valuation.*
- \* *How to manage partnerships.*
- \* *How to make partnerships endure.*

PARTNERS	PROGRAM
American Express and Lexus	Co-branding and co-marketing
MCI WorldCom and Toyota	Sponsorship marketing and B2B sales
Budget and Exxon	B2B sales
Budget and Louis Dreyfus	B2B sales
Budget and Toyota	Sponsorship, media and B2B sales
Culligan and Ralph's	Sales promotion and B2B sales
Anheuser-Busch and Toyota	Co-marketing
General Motors and Toshiba	Sponsorship marketing
General Motors and Peter Max	Co-branding and sales promotion
Parade and Hyundai	Sales promotion, Cause marketing

...and more.

*Accomplishment examples, as per the above, and growing.*

## BRAND REPRESENTATION *CORP. PARTNERSHIP SEARCH*

- ***SELLING THE OPPORTUNITY IN THE MARKETPLACE***
- ***YOUR EYES, EARS, and SALES VOICE IN THE MARKETPLACE***
- ***DISCOVERING, DEVELOPING, DELIVERING OPPORTUNITIES***

PDCA knows selling is all about 4 key things -

1] How to tell the story, 2] Who to pitch, 3] How to build a relationship, 4] How to deliver-

- \* New Business Solicitations.
- \* Marketing and Promotions.
- \* Product Placements.
- \* Sponsorships.
- \* Licensing.

# EXECUTIVE SEARCH

- ***CORPORATE and AGENCY TALENT RECRUITING***

*Recent searches-*

BOARD DIRECTOR	CHIEF FINANCIAL OFFICER
COMMERCIAL DIRECTOR	CREATIVE DIRECTOR
DIRECTOR OF MARKETING	DIRECTOR OF PUBLIC RELATIONS
DIRECTOR OF SALES	VICE PRESIDENT OF ADVERTISING
VICE PRESIDENT OF NEW BUSINESS	VICE PRESIDENT OF INTERACTIVE SALES
VICE PRESIDENT OF MARKETING	VICE PRESIDENT OF RELATIONSHIP MGT.

- ***PERFORMANCE ASSESSMENT and TEAM-BUILDING CONSULTING***
- ***HR SKILLS IMPROVEMENT TRAINING and CAREER COACHING***

On a per-project basis or as your out-sourced HR recruiting department.