

MK Consulting and Business Coaching
LEARN, GROW and CHANGE



790 EAST COLORADO BLVD • 9TH FL
PASADENA CA 91101
(O) 626.344.8274
www.learngrowandchange.com



MANAGEMENT ADVISOR “BUSINESS DOCTOR”

Most business owners are smart, hardworking, self reliant individuals who have a unique vision for their future.

It is our business to help you bring that vision to fruition by making your strengths and that of your employees more productive and profitable with less stress!

Achieve your potential

- Identify strengths and weaknesses
- Make strengths productive
- Reduce waste and inefficiencies

More peace of mind.

- Focus on what matters
- Work “on” the business vs. being consumed “in” the business

Get the help you need in a sustainable and cost effective way

As a leading Southern California based business consulting and coaching firm, we are seeking to partner with business owners looking to become the best in what they do.

By providing cost effective solutions to your most pressing problems, we can build an ongoing trusted advisor relationship resulting in sustainable and lasting improvements to your business performance.

TWO HEADS ARE BETTER THAN ONE

WHEN THERE'S HELP, WHY GO ALONE?

Instead of taking the “go it alone” approach that puts all of the burden on the owner, our team of trusted advisors can offer you the needed strategic perspective, management support and technology resources to help you achieve your most important goals while still doing it in a cost effective way.

Even top corporate executives and professional athletes surround themselves with specialists and coaches who help them achieve their goals with greater certainty, confidence and control than if they tried to do it all on their own.

If you've never used a service like this before, you'll never know when the chemistry is just right to inspire the next breakthrough idea that propels your business to the next level.



**WHAT WOULD AN IDEA
THAT COULD SIGNIFICANTLY
GROW YOUR BUSINESS BE
WORTH?**



COULD THE BUSINESS CONTINUE TO RUN WITH OR WITHOUT YOU?

While most small business owners are usually good at one dimension, mostly the technical and/or sales side of running their business, many are not as effective when it comes to managing:

- Personnel
- Financial accounting
- Business organization

Consequently, many small business owners suffer and do not realize their potential due to lack of management training and understanding of how the right systems, infrastructure and strategy can make the difference between success and failure.

For most business owners, if you don't have the right management tools and systems in place, it's nearly impossible to grow and scale the business beyond simply "owning a job".

WHAT MATTERS MOST?

THRIVE, BOTH PROFESSIONALLY AND PERSONALLY

- Better reputation and greater market share
- More time off to enjoy with family, hobbies and other personal interests
- More certainty and control over your business
- More productive and profitable business
- Peace of mind and less stress
- Financial Independence

Definition of Financial Independence:

A pool of money or resources sufficient to generate an income to support your lifestyle for as long as you live.

Achieving what matters most requires the owner to get clear about their vision and goals.

Then they need to learn how to optimize the strengths, resources and capabilities of the business in a strategic way that results in a win-win for the good of all.

- Owner(s) • Employees • Customers • Vendors • Community



IMPROVE CASH FLOW WITH GREATER CONFIDENCE, CONTROL AND CERTAINTY = PEACE OF MIND

Many business owners as they continue to grow beyond just themselves and a few employees often lack the business systems and organizational support required for sustainable growth.

For example many cannot afford to hire full-time the functional expertise needed to fill the following key positions:

- CEO-Chief Executive Officer/President/General Manager
- CFO-Chief Financial Officer or Controller
- VP of Sales and Marketing
- COO-Chief Operations Officer or VP of Operations/Production
- HR Manager- Human Resource Manager
- CTO-Chief Technology Officer or IT Manager

HOW MANY FUNCTIONS ARE YOU FILLING IN PERSONALLY?

FEELING OVERWHELEMED

At some point these management functions are needed in some form or another eventually, to grow a thriving and sustainable business.

However, for most small business owners, adding 400-500K to their payroll to fill these positions would not be feasible nor would they need these functions on a full time basis.

Even though you may only need this functional expertise from time to time to help grow the business to the next level, it's hard to imagine these professionals working 5-10 hrs a week on a part time basis to assist you since they are most likely working a full time job at a larger company.



So where does the small business owner avail themselves to these resources and functional expertise on an as needed basis without necessarily having to find and hire these executive management positions full time?

That's where a management consulting and coaching firm like ours fills a crucial gap for the small business owner by offering this expertise customized to your specific situation in a cost effective way resulting in greater certainty, control and peace of mind over your business!

Our clients find it extremely valuable when we:

- ☑ Share insights
- ☑ Provide a fresh perspective
- ☑ Identify hidden gaps and opportunities
- ☑ Provide knowledge and training

WHAT IS A MANAGEMENT CONSULTANT-COACH?

As part of your management team, a professional who:

- Helps management/owner close the gap between where he/she is today and where he/she can potentially achieve.
- Assists in properly defining problems by developing the proper context and the right questions to solve the problems identified.
- Develops an effective framework to implement the solutions to the problems identified.
- Assists in implementing systems solutions and better utilization of resources and people for the good of all.
- Provides coaching and advisory support to help you achieve what matters most with ongoing improvements (OPI-Ongoing Performance Improvements) in bottom line profits, profitability, and productivity.
- Enables you to make necessary course corrections to keep you and your business on track as circumstances change.

IS THIS MORE THAN I NEED

HOW CAN I TELL IF I NEED OR WANT A BUSINESS COACH - CONSULTANT

- You want to achieve your goals with greater certainty, control and confidence while getting there faster and more effectively than if you were to “go at it alone”.
- You believe that performance could be better and are frustrated with current results.
- You lack the specialized knowledge and skills necessary to solve the problems that have been identified



- You have the necessary knowledge and skills but lack the time and personnel to solve the problems and implement the solutions
- Your efforts so far have not produced the desired results and you are not where you feel you should be.

HEALTHIER HABITS MAKE FOR A HAPPIER AND MORE EFFECTIVE WORKFORCE

Coaching refers to the social and emotional support with both encouragement and accountability to help you make the right behavior changes by focusing on the right things in the right way.

We believe that healthier habits make for a happier and more effective workforce. It also provides the time and space for critical self reflection to determine what's working and not working in order to make ongoing course corrections.

THE PROBLEM...

In the 'age of distraction', it becomes increasingly difficult to create this space for reflection and planning.

The fierce competition for our attention from media, increasing workloads and personal demands often keep us from focusing on what matters.

Studies have shown that the average person gets 1 interruption every 8 minutes, or approximately 7 an hour, or 50-60 per day. The average interruption takes 5 minutes, totaling about 4 hours or 50% of the average workday. 80% of those interruptions are typically rated as "little value" or "no value" creating approximately 3 hours of wasted time per day.

As a result, when our attention is absorbed in ways that don't serve our well-being we become overwhelmed, feeling stressed.

THE ANTIDOTE...

Through Executive (Mindful) Coaching, we put in place systems that cultivate awareness, increase capacity to focus and make intentional choices.

Learning to focus on the right things in the right way can help you create break throughs in performance and achieve more of your potential while experiencing more happiness, inner peace and success in the world (whatever that may mean to you personally).

NEXT STEPS

BUSINESS DIAGNOSTIC (SURVEY)

All of our engagements start with a (1-3 day) pre-engagement diagnostic to determine whether or not our partnership will be mutually beneficial.

We believe that chemistry is everything when it comes to delivering results that “wow” our clients.

That means we have to be very selective on who we work with since we put our reputation on the line with every client engagement.

Depending on the size of the company and how long we think it will take to complete, the pre-engagement diagnostic will have a nominal fee as a way for you to “try” us out and also for us to determine right fit.



- Sales and Marketing
- Daily Operations
- Trend Analysis of KPI's – Key Performance Indicators
- Cost Controls
- Budgeting and Reporting
- Material, Parts and Costs of Goods
- Labor Productivity
- Compensation and Incentives
- Pricing and Bidding
- Break Even Utilization
- Cash Flow Management
- Office Organization
- Accounting Systems
- Recruitment and Selection
- Key Employee Interviews
- Statistical Analysis of Key Ratios
- Time Management
- Any other Pressing Priorities

THE ASSESSMENT PROCESS CONTINUED...

The Pre-Engagement Diagnostic will offer direction on how to address the areas of pain that you are experiencing in the business, reduce costs, improve cash flow and bottom line profits. All assessments are obligated to maintain confidentiality. The assessment process will require a minimum of 4-6 hours of your time commitment.

- Opening Conference 1-2 hours (Owner(s) must be present)
- Financial Trend Analysis (last 3-4 yrs P&L's) and Operational Review 3-4 hrs
- Key Employee Interviews (30-45 minutes per employee on average)
- Review and Discussion of Short term and Long Term Goals 1-2 Hrs (Owner(s) must be present)
- Additional Discussion as needed with Owners, Managers and Key Personnel 1-2 hrs
- Closing Conference Oral Presentation of the Findings, Results and Recommendations of the Pre-Engagement Diagnostic. 1-2 hrs

WHAT IMMEDIATE BENEFITS CAN I EXPECT

1. The diagnostic assessment gives you a “fresh perspective” to help you recognize the problems affecting profits, productivity as well as a different more effective approach to solving the problems identified.
2. Clarify your particular vision, the “path with heart” that energizes you in ways that make you feel more alive in the world.
3. Create a better and more accurate “map of your business reality” that shows you where you now and what it will take to reach your destination, your vision and goals.
4. Introduce the management tools and “business vehicle” to help you get there.

UPON COMPLETION OF OUR PRE-ENGAGEMENT DIAGNOSTIC:

Our Senior Business Advisor will discuss

- The potential improvements in the business
- The estimated benefits of implementing the necessary improvements
- The investment required to implement the recommendations

The most important line item in your budget is the “OPI” investment that you put back into your business! You can’t put automobile parts into an airplane and expect it to run!

- **PRODUCTIVITY**
- **PROFIT**
- **PEOPLE**
- **PRODUCT**
- **PROCESS**
- **PROFITABILITY**
- **PERSONAL**
- **PEACE OF MIND**

Your OPI Investment in terms of time and money enables you to work “ON” the business rather than being consumed and trapped in the day to day “IN” the business.

MINIMUM PERFORMANCE OBJECTIVE

Our goal is to create sustainable results in your company by becoming the most important line item (OPI) in your budget year after year, enabling everything else you spend money on becoming significantly more productive and profitable.

Our mission is to make your strengths and that of your employees more productive and profitable with less stress for the good of all. Our goal is to help you close the gap between where you are now and what you can potentially achieve, by developing an "OPI" (ongoing performance improvement) trusted advisor relationship.

To give you're a minimum of a 2:1 Return on your OPI Investment within the first year after successfully implementing the initial business improvement recommendations.



After review of our findings and recommendations, it's up to you as to what direction you want to take:

1. Do nothing and keep getting the same results.
2. Try to do it yourself.
3. Utilize professional management assistance to help implement the changes.
4. Implement some of the changes yourself and utilize professional help to implement the rest.

“We cannot solve our problems with the same level of thinking that we used to create them”

— Albert Einstein

OPI IS THE BRIDGE

(Ongoing Performance Improvements)

“The OPI-Ongoing Performance Improvements in your business is the “bridge” that closes the gap between where you are today and what you potentially can achieve”



The most important line item in your budget is the “OPI” investment you put back into your business!



790 EAST COLORADO BLVD • 9TH FL
PASADENA CA 91101
(O) 626.344.8274
www.learngrowandchange.com