



Chris Alexander

If You Fail to Plan, You Plan to Fail!

Partial Client List:

18/8

American Fuji Seal Corp.
 Amylin Pharmaceuticals
 Anaheim Police Department
 Anaheim Fire Department
 Anglo American Corp.
 Aurora Biosciences
 Barratt American, Inc.
 Bath & Body Works
 Borden Foods International
 Division
 Borland Software Corporation
 Bristol Myers-Squibb
 Carlton International
 Chapman University
 D.R. Horton - Schuller Div.
 Domino's Pizza
 Fantastic Sams
 Glaxo Pharmaceuticals
 HomeAid America
 Interior Specialists, Inc.
 Johnson & Johnson
 Lennar Corporation
 Mercedes Benz
 Meritage Homes
 Nike International
 Redken International
 Roussell Pharmaceuticals
 SupHerb Farms
 Sun International Hotels
 Texaco
 The Limited
 White Sands of La Jolla

Synergy Strategic Planning

A Blueprint for Organizational Planning and Execution

Workshop Overview:

This Strategic Planning Workshop is designed to guide Senior Executive Teams through a process of creating and implementing a purpose driven plan.

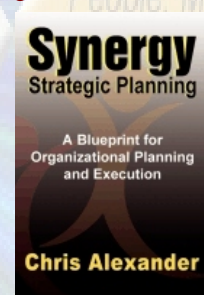
The Synergy Strategic Planning Workshop builds an understanding of the importance of 4 dimensions of success:

1. How to create an internal mission statement, vision statement, a set of core values and a goal plan.
2. The Completion of a SWOT Analysis: Strengths - Weaknesses - Opportunities - Threats.
3. Determining the Execution Essentials. All the leadership steps required to complete a Synergy Strategic Plan.
4. Measurement; What gets measured gets done. A practical problem solving and measurement process.

Workshop Take Aways:

This is an exciting deep probing executive retreat that produces a far reaching understanding of what truly drives the financial engine of the business. Answering specific questions regarding the organizational purpose, clarifies true vision, values and goals - which becomes the platform for communication and aligned organizational culture.

- National and International Leadership Trends
- What it Takes to Be World-class
- What Is the Purpose of Our Business
- Who Are Our Customers
- What Do Our Customers Want
- How to Build a Clear Vision
- How to Establish Core Values
- How to Align Goals Behind Your Vision
- How to Build a High Performance Team
- How to Build an Implementation Plan



- Perfect For:**
- ✓ Creating Executive Team and company wide directional ownership
 - ✓ Focusing executive and management teams on a common vision and shared destiny
 - ✓ Establishing a meeting of minds of core values and their importance to the company culture
 - ✓ The importance of measurement
 - ✓ Creating a blueprint for success

Audience: Leadership and Management Teams.

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