

MARTIN & ASSOCIATES

Relationship and Organizational Strategic Consulting
Foreign / Domestic Business, Government Contracting
Licensing, Joint-Ventures, Business Contracts, Terms & Conditions

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GENERAL APPROACH

OWNERS' GOALS
COMPANY GOALS (STRATEGY)
OBJECTIVES
TACTICS (BUDGET)
TIME & MONEY & RESOURCES
REPORTING
MEASUREMENT & ACCOUNTABILITY

STRATEGIC EVALUATION

STRENGTHS ---- WEAKNESSES ---- OPPORTUNITIES ---- THREATS

TIME LINE FOR OBJECTIVES

NEAR TERM (0 - 9 MO) =====	Must do (Tactics)
INTERMEDIATE (9 MO - 24 MO) =====	Will do (Objectives)
LONG RANGE (2 YR - 7 YR) =====	Should do (Strategic)
STRATEGIC (7 YR - 10+ YR) ==	Want to do (Vision)

MARKETING / SALES

SURVEYS / FOCUS GROUPS =====	Clients' Eye View
MARKET EVALUATION =====	Numbers (Now & Future)
DISTRIBUTION/ORGANIZATION =====	Strategy
ADS, PROMOTIONS, WEB SITE ==	Tactics

IMPLEMENTATION

COMMUNICATION BY MGMT =====	What are we trying to do? & Why?
TRAINING BY MGMT & TRAINERS =====	How are we going to do it?
INCENTIVES & REWARDS =====	What's in it for me?
REINFORCEMENT BY MGMT ==	<u>What you do</u> speaks louder than <u>what you say!!</u>

ROLE OF CONSULTANT

ANALYST & REPORTER =====	What's going on here?
COACH =====	Assist in game plan development
PARTICIPANT =====	Specific jobs & review functions
ANALYST & REPORTER =====	What's going on here?