



**ACCELERATE
FINANCIAL RETURNS
USING THE POWER OF
YOUR ORGANIZATION**

FINDING YOUR WAY IN DIFFICULT TIMES

In times of economic turmoil, the responsibility of executive leadership becomes even more complex and challenging. Eroding revenue, loss of customers, increasing cost and margin pressures, and concerns over job security all threaten the focused and efficient execution of strategy.

Too often, the initial reaction of business leaders is to gather in a conference room and decide how to quickly rip out costs with lay-offs and across-the-board spending cuts. Each of these can be effective and useful in the right circumstances, but they are far from the only tools in the chest. As leaders lock themselves away in their deliberations, the tendency is to stop communicating with the organization and opt for more centralized control and decision-making – the result is often that the work of the organization can slow or grind to a halt. Employees spend far more time trying to read the tea leaves than working to solve the current challenges. Instead, the Shared Leadership Process involves your most valued employees in the problem solving and decision making process, and confirms the trust you have in them. Engaging these leaders in this way enables them to help calm and strengthen the broader workforce while increasing productivity.

The Value of Shared Leadership

- Real financial returns through cost reductions and/or revenue generation
- A clear, simple process that is driven by your leadership team
- Speed – all work is completed in 90 days
- Proven methodology based on your unique needs
- Transfer of technology; you own it and don't need consultants to repeat or replicate the process
- Pricing options: flat fee or tied to your results
- High engagement of front-line employees
- Functionally or cross-functionally driven: your choice
- Strongly supports your succession planning and talent identification processes
- Customized materials designed for your organization; not an "off-the-shelf" program

THE SHARED LEADERSHIP PROCESS

Brimstone's Shared Leadership Process is an effective approach for helping leaders quickly scale and execute on cost savings and revenue opportunities throughout their organization. Instead of asking consultants to come in and tell you their answers, Shared Leadership engages your own teams to identify practical solutions and quickly execute on them. By involving leaders at all levels of your organization, Shared Leadership also provides a structured process for clear and candid communications internally and the opportunity to develop and assess your key leaders.

Shared Leadership ties together the short-term drive for financial results with the creation of effective processes for communication up, down, and sideways, and experiential leadership development. In less than 90 days, it's possible to have a division or an entire company aligned on the need for change, engaged in working together to identify real financial opportunities and delivering results. The process is built on several of our closely held beliefs and core processes that have helped our clients enjoy long- and short-term financial and organizational success.

HOW IT WORKS

Shared Leadership is a highly-customizable, disciplined approach that guides your organization through a process of aligning around quantifiable goals, identifying actionable opportunities for cost savings or revenue generation and then ensuring that it gets done. Execution is the responsibility of every organization – it cannot be outsourced. What Brimstone provides are customized, clear, and workable processes that will accelerate your organization's ability to drive real dollars to the top and bottom-line. Our approach combines the best practices we've collected from clients all over the world with the culture, values, and procedures unique to your organization.

The process starts by ensuring alignment among your executive team on the goals and financial targets. Based on this information, Brimstone will work closely with you to customize the process design, the tools and the materials that will be deployed.

Next, Brimstone will work directly with your leadership team, guiding and coaching them to directly engage your employees within a 30-to-90-day process. The process is structured to quickly engage your employees, train them to identify real cost savings or revenue opportunities, and then guide them to make clear recommendations on what needs to happen to ensure the financial impact is realized.

The Shared Leadership process drives responsibility for cost control and revenue generation down into your organization. Just as importantly, it ensures implementation by helping you provide clear direction, explicit permission, and transparent, straight-forward decision-making. By deploying proven processes, tools and effective coaching, Brimstone can reduce the complexity of getting started and ensure that you engage your best people quickly and effectively.

Whether through a flat fee or tied to your results, we would like to be compensated the same way you will measure success – based on the financial targets that are realized. Let Brimstone help you discover the answers that already lie within your organization and create a lasting approach to execution that will serve you today and tomorrow.

DELIVERING RESULTS, DEVELOPING LEADERS, ALIGNING ORGANIZATIONS

Brimstone is a management consulting firm that empowers our global clients to achieve breakthrough financial performance by driving large-scale organizational transformation. Our action learning-based programs deliver bottom-line results by enabling companies to attain strategic alignment, develop leaders at all levels, and build a culture of high performance.



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