

# SEA CHANGE ENTERPRISES

## Strategic Solutions



**Business puzzles are complex,  
but Sea Change can help simplify them.**

At Sea Change our consultants have identified the  
Five Fail-Points of Strategy™:

- Failure to create the necessary time and space for innovation
- Failure to put the right people in the room
- Failure to rally commitment to execution
- Failure to stretch between the tactical steps and the big picture
- Failure to produce an ongoing driving force

**Which piece of the puzzle are you missing?™**

*Sea Change is reviving the heart and soul in business™.*

*"Setting an exciting goal is like setting a needle in your compass. From then on, the compass knows only one point – its ideal. And it will faithfully guide you there through the darkest nights and fiercest storms." -anonymous*

## Sea Change can complete your picture...

Change begins with an idea, and ideas are not born in a vacuum. At Sea Change we facilitate a successful brainstorming session by making sure the right questions are asked, the right people are present and the right atmosphere is fostered. We pinpoint your driving values, and integrate these values into a living mission that engages your organization's goals. This mission fuels the brainstorming session, and what results is the articulation of, and consensus around, your high level strategic objectives, priorities and timeline.



Call us today at 978.236.1170 for a free consultation

Successful businesses stem from successful relationships, so we look within your organization for untapped connections and create a Mind Map Value Chain model that leverages your internal support structures. We then investigate how to best leverage external contacts and support. We apply this knowledge and present financial, market and strategic projections and analyses that capitalize on your most valuable resources: relationships.

All the innovative ideas and projections, however, must be acted upon to realize success. We create a conceptual roadmap and develop tactical plans that drive each leg of the journey. Success is tracked with respect to achievement of high level objectives, and efforts are coordinated and re-directed to speed this progress as needed. We assist with project management, administer status assessments, and monitor progress to ensure your team stays focused and committed. You will honor your timeline, realize your strategy and achieve success.

## It's time to make your picture a masterpiece.

**Case Study:** A law firm experiencing rapid growth required a comprehensive strategy for retaining its #1 position in the industry.

**Issue:** To develop and execute a successful growth strategy while simultaneously responding to issues of hiring, communication, training and development, efficiency and physical space.

**Resolution:** We identified and gathered together the key players in the organization and facilitated intensive brainstorming sessions. Together we determined their high level objectives, negotiated how to best support their rapid growth and then discussed how to position them for success. We identified their under-utilized individuals and resources and created an innovative strategy that would leverage their top talent, increase their operational efficiency, and ensure the delivery of industry-leading client services. We delivered growth projections to inform their decision making and charted initiatives that provided a tactical road map for realizing their growth strategy that included a structural re-organization, best practice initiative and training and development program. To build commitment around these recommendations we addressed issues of communication, hiring, retention and employee engagement. The result: the firm achieved their most successful year on record and continues to thrive and experience an unprecedented rate of growth.

### About Sea Change

Sea Change Enterprises is the leading holistic boutique consulting and training firm in America. Our leaders have over 60 years of combined experience in strategy, leadership, communication and operations. Our Western business expertise is augmented by our Eastern practices of stress reduction, energy management and intuitive coaching.

Our principals have led organizations and teams to exceed their goals for companies like Morgan Stanley, Oracle Corporation, Comcast, Xerox, Cendant Corporation, Silver Oak Solutions, the U.S Navy, Suffolk University and Suffolk Law School, Bentley College, First Data Corporation and others. In addition to our own organizations, we have helped our clients on the Fortune 100 list (Morgan Stanley, Comcast, Cendant Corporation, Xerox, and others ) as well as non-profit organizations exceed their goals.

Our experience across a broad range of industries allows us to provide the focus and depth to create innovative solutions for our clients. The Sea Change approach is unique and effective. We achieve tangible results for our clients as we help them inspire their leadership, lead their employees and reflect on their experiences to leverage them for future gains.