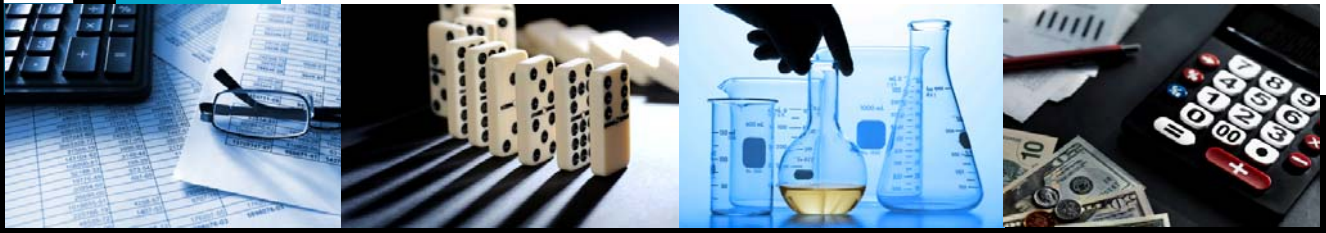


**ASSESS ■ PLAN ■ IMPROVE ■ SAVE**



# Strategic Solutions



**Turn your intellectual exercise into intelligent action.  
Results-based strategy saves you money.**



100 Cummings Center, Suite 207P • Beverly, MA 01915 • Phone 978.236.1170 • [www.seachangeenterprises.com](http://www.seachangeenterprises.com)

***“However beautiful the strategy, you should occasionally look at the results.” -Sir Winston Churchill***

Sea Change offers results-driven Strategic Solutions.  
Our Approach is simple: Assess, Plan, Improve, Save.

#### ASSESS

You must know the internal and external forces that act on your business, industry and market to begin crafting an effective strategy. We conduct intensive research and collective brainstorming sessions to explore your current business position and your future market opportunities. We analyze the most compelling opportunities for your organization, assess the resources and relationships you must leverage to get there, and align it all with your mission, vision and values to create your high level strategic objectives.

#### PLAN

Once the high level objectives are articulated, we provide the day-to-day tactical plans that turn the talk into action. We create and present a customized Strategic Roadmap that coordinates your organizational, departmental and individual efforts in areas like sales, marketing procedure and systems enhancement, product or offering development, public relations, outreach and more. We also produce financial projections and benchmarks for those clients pursuing growth strategies, and map out responsibility and accountability for succeeding at every state of growth.

#### IMPROVE

We generate the consensus, the documents and the mediation necessary for ensuring execution of the tactical plans. We can strengthen intra and interdepartmental relationships, develop and drive implementation and communications initiatives, produce supporting documents or facilitate conflict resolution sessions. We understand that strategy is nothing without execution, and we respond proactively and with flexibility to ensure that improvements are made and progress is significant.

#### SAVE

Your organization will save money and make money when you achieve your strategic objectives. We oversee the achievement of the short term goals and, unlike other consultants, we commit to supporting you long afterward. We employ tracking and monitoring mechanisms to coordinate your strategic efforts far into the future. We also provide the personnel support at the Executive, Mid-level Management and Employee levels that will reinforce and regenerate the commitment of your people.

**We deliver sustainable solutions  
by mobilizing the innovation, resources and individuals  
required to develop and realize a winning strategy.**

#### About Sea Change

We have over 20 years of business experience, having served as Vice Presidents, CIOs, Practice Directors and Principals of many organizations including Oracle Corporation, Silver Oak Solutions, the U.S. Navy, First Data Corporation and more.

We possess the insight, expertise and drive necessary to achieve tangible results for our clients on the Fortune 100 list, in the non-profit arena and beyond.



**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 facilitated intensive brainstorming sessions to assess their high-level objectives and most beneficial business positioning. We planned how to leverage underutilized individual and resources, delivered growth projections to inform decision making, and created a strategic roadmap for increasing their operational efficiencies and executing a structural re-organization, best practice initiative and training and development program. We prompted improvements by building commitment around the recommendations and addressing issues of communication, hiring and employee engagement. And finally we helped the organization to save: they achieved their most successful year on record and they continue to thrive and experience an unprecedented rate of growth.

**Call today for  
more information:  
978.236.1170**