

Ordinary People. **Extraordinary** Results

Corporate Profile

Contents

	<u>Page(s)</u>
1. <i>Who are we</i>	2
2. <i>Corporate Training / Skill Development</i>	3 - 5
2.1. <i>Client specific corporate training</i>	
2.2. <i>GOAL - Good2Great Outdoor Activity based Learning</i>	
3. <i>Management Consultancy</i>	5 - 7
3.1. <i>Strategic / Corporate Management</i>	
3.2. <i>Financial Management & Management Information Systems</i>	
3.3. <i>Marketing & Sales Management</i>	
3.4. <i>Human Resource Management</i>	
4. <i>Head Hunting</i>	7
5. <i>Psychometric testing - Occupational testing</i>	7
6. <i>Your Investment / Professional fees</i>	8
7. <i>Who is behind Good 2 Great</i>	8

1. Who are we ...

Good 2 Great Consulting was set up in August 2011, with a corporate philosophy of helping transform 'Good' Sri Lankan organisations into 'Great' ones. This we would endeavour through a process of improving and empowering the human capital in such organisations and by providing such organisations with a focussed strategic direction, for their future. We will help our clients achieve a truly sustainable competitive advantage in their respective market spaces, which in turn will help them achieve superior corporate performance.

Thus our corporate values include:

- to promote a philosophy of corporate 'Greatness' (moving away from mediocrity)*
- to partner the process of continuous improvement in corporate performance, by consistently adding superior value to all our clients through all our intervention activities*
- acknowledging human capital as the most valuable corporate asset and thus facilitating a process where our client organisations are able to benefit from its fullest potential*
- to help develop a strong strategic orientation in all areas of corporate decision making*
- acknowledging the importance of the 'customer' for the success of any organisation and facilitating an environment among our client organisations which delights their customers with a view to achieving significantly superior corporate performance*

We at Good 2 Great Consulting, have a set of highly skilled professionals with years of industrial experience in their relevant areas of expertise. We specialise in tailor making our corporate solutions to suit the specific needs of our clients. We offer corporate solutions in the following areas:

- Corporate Training / Skill Development*
- Management Consultancy*
- Personal Skill Development*
- Head Hunting*
- Psychometric testing of employees*

2. Corporate Training

We specialise in designing and conducting management training programmes on a wide variety of topics based on the specific demands placed on modern day organisations. Given our resource base we are able to offer training interventions on a wide variety of subjects as given below. Besides these we can also develop tailor made programmes based on your specific requirements.

2.1 Marketing / Sales / Customer Service

- *Marketing Accountability- Improving your return on Marketing Investment*
- *Marketing for Non-Marketing Managers*
- *Better Telephone Etiquette*
- *Providing Exceptional Customer Care*
- *Revolutionise Customer Complaints Handling (how to treat them as points of 'opportunity' and create a 'wow' experience)*
- *Exceptional Customer Relationship Management (CRM) for Greater Customer Delight*
- *Internal Marketing / Internal Customer focus to improve External Customer Service*
- *Happy Employees lead to Happy Customers - The Connection*

2.2 Managerial Skills / Soft Skills

- *Better Business Writing (including how to present winning business proposals)*
- *Better e-mail Etiquette*
- *How to be a Better Manager (Improving managerial skills & competencies)*
- *Win-Win Negotiation Skills (becoming a powerful negotiator)*
- *Improving your Business Etiquette (including business entertainment / dining etiquette)*
- *Assertiveness at Work (how to be assertive without being aggressive)*
- *Become a Powerful Communicator & Presenter*
- *Personality Building / Personal Grooming (Personality Building)*
- *Better Time Management & Work Prioritisation for Improved Productivity*

2.3 Accounting & Finance

- *Cost and Waste and Management for Profitability Improvement*
- *Finance for Non-Financial Managers*
- *Budgeting & Forecasting Techniques for Improved Planning*
- *Better Working Capital Management for Improved Financial Management*
- *Essential Management Accounting Skills for Non Finance Managers*

2.4 Human Resource Management / Teams / Leadership

- *How to built a High Performance Team (HPTs)*
- *Inspiring / Motivating your Team to Greatness !*
- *Exceptional Leadership*
- *Improving your Emotional Intelligence for Greater Personal Effectiveness*
- *Train the Trainer*
- *Improving Inter Departmental Coordination and Communication (Getting different depts., working together for a common purpose with greater cohesion)*
- *Coaching for Peak Performance*
- *Managing Conflict at Work (How to channel the energy within work related conflict to achieve positive results)*
- *Improving your Interviewing Skills*
- *How to Handle Difficult People*

2.5 General

- *Power of Positive Thinking / Attitude to realise your fullest potential*
- *Strategic Planning for Corporate Growth*
- *Managing Change Successfully / Making Change work*
- *How to start your own business - Entrepreneurship Training*
- *Improving your Secretarial Skills - Becoming a powerful force for your boss / dept*

2.6 Client Specific Corporate Training

Our speciality has been the ability in designing and conducting management training programmes to suit the specific training requirements of our client organisations Besides the programmes listed earlier we will be happy to develop specific training programmes in other subject areas that will be of specific interest to your organisation.

If required we are able to carry out a 'training needs analysis' (TNA) with a view to identifying the key skills, competencies and aptitudes that are required by your organisation to achieve the corporate goals. Thus based on your specific requirements we are able to offer you tailor made training intervention programmes, with a view to addressing those specially identified areas. We will then provide you with a training proposal outlining our proposed training intervention which we are open to discuss further to with a view to fine tuning our training intervention to better meet your specific organisational requirements.

2.7 GOAL - G2G Outdoor Activity based Learning

Rationale: *As an extension of our leadership and team building training we have established our own outdoor experiential learning unit which is branded as GOAL - Good2Great Outdoor Activity based Learning. GOAL essentially focuses on areas such as Leadership training, Team Building, Communication and Coordination Improvement, Team Working , Trust Building and Individual and Group Confidence Building aspects, which are considered as*

being some of the more important soft skills areas that are essential for success within a modern business environment.

Duration: Depending on the time commitment that you as our client can afford to spend on GOAL we have several different programmes spanning from a (01) single days programme to a (03) three day programme to even a full fledged one week (07 days) programme. We will structure the learning experience, based on your individual training needs and as such we are quite flexible as to the manner in which we will conduct the programme, since we believe that tailor making our GOAL offering to your specific needs, is the key to our differentiation in this service offering.

Location: As far as venues are concerned we have a couple of locations that we can offer depending on the type of activities that would be incorporated into the GOAL experience, as well as based on the total duration of the learning exercise. While for a less complex GOAL experience we can use many a site with certain basic facilities, for the more serious and longer duration experiences Kani Lanka, Wariyapola and Habarana continue to be the most suited locations. The MAS park in Thulheeriyaya is another preferred option by certain corporate clients

3. Management Consultancy

We also specialise in providing consultancy services which are within the broad areas of Corporate/Strategic Management, Financial Management, Marketing Management, and Human Resource Management with a view to improving your overall organisational effectiveness. We will study your specific requirements and provide you with our proposal as to how we intend to partner the process of improvement in the areas you require our assistance in. Thus how we would intervene from such a management consultancy perspective would largely depend on your specific organisational requirements.

3.1 Strategic / Corporate Level Consultancy

Our services in this area will range from the preparation of simple to complex business plans to providing consultancy services in conducting strategic reviews and recommending on corporate restructuring initiatives. We will study your organisation from a holistic perspective with a view to identifying the actual corporate issues which then needs to be addressed with a view to improving the overall effectiveness of the entire organisation.

We can help you to manage your organisation from a more strategic perspective where day-to-day operational issues do not cloud out the more strategically relevant matters. Thus we can help provide your organisation with that much needed strategic orientation in order to realise your corporate objectives. These services will range from the setting up a strategic planning initiative within your organisation to preparing detailed corporate plan for your organisation.

We can also facilitate any form corporate re-structuring initiative so that the change management process involved is handled in the most appropriate manner. If your requirement is more of a 'Business Process Re-engineering' (BPR) initiative we can provide you with our expert advice in that area too.

3.2 Financial Management & MIS Consultancy

If your requirement is in Financial Management or is in improving the overall state of management information to facilitate better decision making we can offer our expert advice in this very important area of corporate management. We can help you to better manage your financial resources with view to optimising their use. We will diagnose your financial position and offer you professional advice as to how best to manage your corporate finances with a view to improving your overall financial performance.

If you require assistance in the area of capital structuring and/or raising of new funds for general business expansion or for a specific project we will advise you of the most suited capital mix giving due consideration to the specific circumstances surrounding your organisation.

With a view to safeguarding and optimising your corporate resources we can also help you in designing the most appropriate financial and other control systems to achieve this end. Our difference in this regard is that we will recommend and assist in implementing only those 'required' controls to ensure our objectives are realised in this regard. Unlike most 'typical traditional accountants' we will not suggest absolute controls that would tend to make your organisation bureaucratic and customer unfriendly which would naturally not be in the best interest of your organisation's marketing effort. Having said that we will study your systems and controls thoroughly and advice you of the most suited systems that would best suit your organisation structure and culture.

Since good management information is essential for effective decision making we at Kaizen Plus appreciate the importance that a good Management Information System (MIS) plays in the effective running of your business. We will study your existing MIS and advice you of the best 'road map' in terms of how to upgrade your MIS to more higher levels where effectiveness and usefulness is enhanced. With our affiliation with QPR of Finland (see 3.2 above) which is essentially an Executive Information System (EIS) we will help you to graduate from a mere Transaction Processing System (TPS) that essentially captures and records your business transactions to a truly on-line information system that would dramatically improve the effectiveness and efficiency of your organisation.

3.3 Marketing & Sales Management Consultancy

Given that all business essentially survive due to their customers it is no secret that an effective marketing management programme is at the heart of any successful business. We are able to offer you our expert professional advice in this area to truly make your organisation stand out from the competition. We will guide you through the process of how to effectively win the 'largest share of mind' among your customers thereby effectively crowding out the competition among that all important customers.

Our professional advice will range from carrying out specific marketing research studies to advising you about how to build an effective communication message (advertising) to guiding you through the entire marketing management process so as to improve the overall effectiveness of your entire marketing effort. We can also offer our expert advice in more operational aspects such as sales management and how to improve the systems and controls in these areas so as to not only to safeguard your corporate resources but also to optimise their use.

In summary, we can offer you our professional input in marketing management in the following areas: product/territory management, new product development, sales management, marketing research, advertising and promotional planning, preparation of marketing plans, help develop strategic marketing plan, how best to plan and organise your distribution network etc.

3.4 Human Resource Consultancy

Our expertise in HR to all the four main areas of modern HRM which includes Recruitment & Selection, Training & Development, Employee Performance Management (including reward management) and Career & Succession Planning. We are able to offer our services within any of the above mentioned areas. Thus depending on your specific need we will tailor make our offering to cater to your unique requirement.

Thus from a simple a training needs assessment to drawing out employee specific job descriptions, we are able to help you plan out and organise your whole HRM function including carrying out organisational climate surveys etc

We also specialise in carrying out psychometric testing on employees. These tests are designed to verify a number of different personal traits and characteristics and as such are able to cater to different requirements. These test results can be used in practical applications such as in recruitment and selection, training needs identification etc.

4. Head Hunting services

We also specialise in helping our clients locate high level human capital to fulfil their human resource requirements. We undertake an elaborate process of screening of candidates from our extensive database of applicants to identify the most suitable candidates and would short list and send the best candidates in our opinion to suit your requirements. For senior managerial level placements we could additionally carry out 'psychometric testing' to establish some of the personal characteristics of such candidates so as to ascertain their personality traits which would be considered important in the job roles they are to perform.

One of specialities is that we are also able to head hunt for you for specific individuals who have are seen as the best in the industry and will convince such individuals to consider career changes even at times when they may not necessarily be looking out for such career opportunities. Thus we will use our head hunting skills to locate the best of human capital that our markets have got to offer.

If you are interested in obtaining head hunting services, you need to first sign and return a 'letter of understanding' where we stipulate the terms and conditions of our service.

5. Psychometric Testing

We also provide psychometric testing services. Mario is a certified psychometrician. He holds the full Occupational testing certification (Level A & B Intermediate) as prescribed by the British Psychological Society (BPS). These psychometric tests are widely used in recruitment, to evaluate the suitability of candidates to the demands and requirements of the particular job. Such psychometric tests tend to be extremely useful in helping to make a final decision about a potential candidate for a given job role. These tests essentially evaluate the big five (5) personality traits that psychologists agree as the defining characteristics of one's personality.

We provide very competitive rates, for such psychometric testing services based on the total no of persons for which such tests are to be administered

6. Your Investment / Professional Fees

Due to customised nature of our service offering the professional fees attached to our different services would largely depend on the scope of the professional input that is required and this would be generally negotiated with each such intervention on our part.

Upon being briefed about your specific requirement we will provide you with a specific proposal for the particular professional service(s) required where all relevant aspects will be detailed out including the professional fees attached to such services.

7. Who is behind Good 2 Great Consulting

Mario Fonseka

Mario is the lead Consultant / Trainer at Good 2 Great Consulting, He has had extensive experience spanning over 21 years in areas of Accounting & Finance, Strategic Planning and General Management in some of the most respected Sri Lankan organisations. His industrial experience spans several industries including Accountancy, Manufacturing, Service, Export Marketing, and Diversified Conglomerates.

After having risen to General Management, he ventured out to start up Kaizen Plus, with a vision to promote a corporate culture of 'continuous improvement' among their clients and help such organisations become more than just competitive both within Sri Lanka as well as abroad.

His diversified corporate exposure at the highest level coupled with his lecturing skills has enabled him to become an effective trainer and consultant. He's also been a very successful lecturer in several professional courses such as CIMA and CIM over the years and at present he even conducts revision courses for overseas CIMA students in countries such as Malaysia, Singapore and Hong Kong. He is also been a part of the visiting faculty of several tertiary level educational institutions such as ICBT, APIIT, ACBT and PIM where he has lectured for both undergraduate as well as postgraduate students. Mario currently lectures for five different MBA programmes (PIM, Uni. of Moratuwa, ACBT – Edith Cowan (Aus), Uni. of Southern Queensland (Aus) and the Uni. of Bolton (UK) where he handles a variety of different modules ranging from Finance to Marketing to Organisational Behaviour including Managing Change and Strategic Management.

Mario has conducted numerous corporate training programmes for some of the top corporate entities in Sri Lanka on numerous topics due to his multi-disciplinary nature and varied corporate experience. Mario has also been involved in providing various training interventions abroad in countries such as Malaysia, Singapore, Hong Kong, the Emirates and the Maldives.

Mario is currently reading for his PhD in Management in the area of Human Personality at the PIM, University of Sri Jayewardenepura. He is a Fellow member of both the Chartered Institute of Management Accountants (CIMA) UK, and the Institute of Cost & Management Accountants (ICMA), Sri Lanka. He also holds a Postgraduate Diploma from the Chartered Institute of Marketing (CIM), UK. In addition he is also holds an MBA from the PIM, University of Sri Jayewardenepura, with a Merit.