

INTRODUCING



**As a senior executive, what keeps you up at night?** Business challenges come in all shapes and sizes:

- **Revenues have stalled or forecasts are unreliable**
- **Poor ROI on marketing expenditures**
- **Insufficient capitalization or return on assets**
- **Corporate strategy is unclear**
- **Business integration challenges are reducing efficiency**
- **Intellectual property is not effectively managed**

Senior managers get so busy running their business that they don't always have time to really understand and address the stubborn issues that prevent their company from progressing. Since unique challenges are faced at each stage of business growth it is not uncommon to find that the resources, processes and skills that got you to this point will not get you to the next level.

Whether you are an early stage company grappling with volume commercialization, an established corporation targeting new markets or a business growing through M&A, without the necessary experience and resources, you're facing more risk than you'd like. When everyone is working harder but the business is just not responding, it is time to get some outside help.

WHAT ARE  
YOUR BUSINESS  
CHALLENGES?



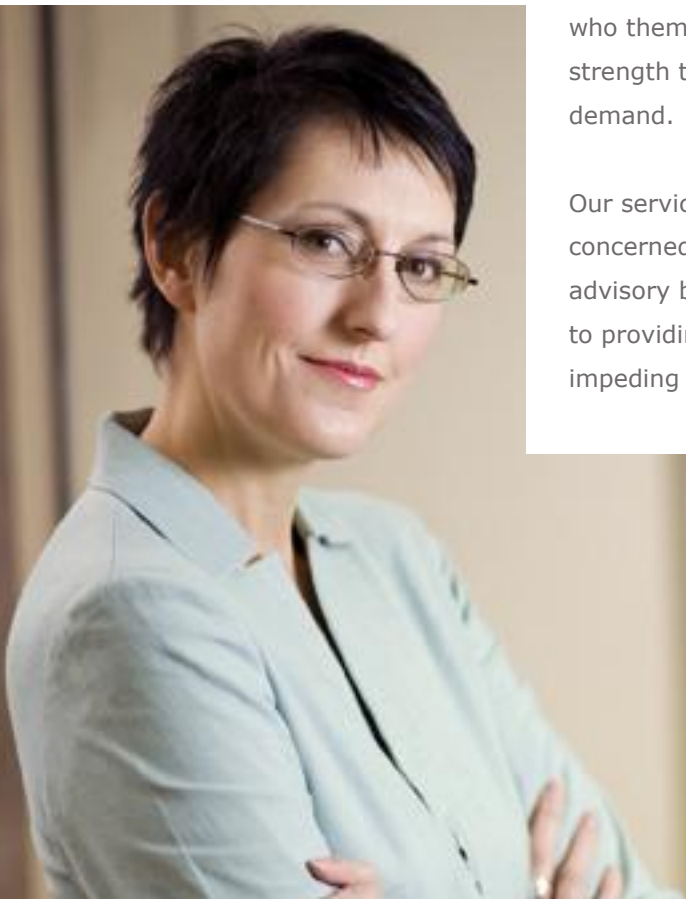
**Stratford Managers Corporation addresses the challenges** faced by senior executives in achieving better results both individually and for their businesses. Unlike traditional management consulting firms, Stratford Managers is led by operationally accomplished senior managers who proactively drive businesses to achieve higher performance—and sustain it. We provide hands-on implementation and operations plus ongoing advisory services that deliver results. Our services include:

- **Executive business counseling**
- **Business planning and management effectiveness**
- **Sales acceleration and performance**
- **Marketing strategy and lead generation campaigns**
- **Financial operations and due diligence**
- **Intellectual property management**
- **Interim executive management**

Stratford Managers specializes in addressing the challenges faced by businesses built on innovation. Our operationally experienced, high-performance senior managers “embed” themselves within your organization to give you the resources you need to make quick and lasting progress. We work with you to analyze your challenges, recommend solutions and take action, implementing the processes and skills training required to ensure that success is sustained. As virtual members of your management team we become accountable for the success of your business, giving you the straightforward advice and solutions you’d expect from objective colleagues who themselves have sat in your chair. We quickly become virtual bench strength that senior managers can confidently draw upon as circumstances demand.

Our services are also of interest to investors and board members who are concerned about the performance of their companies. Unlike traditional advisory boards, Stratford Managers can quickly shift from an advisory role to providing operational support to address critical business issues that are impeding the company’s success.

STRATFORD  
MANAGERS  
CAN HELP





## THE STRATFORD WAY

**The Stratford methodology**, derived through decades of collective senior management experience in a variety of innovation-based product and services businesses, is grounded in proven management practice and includes:

- **A structured quantitative and qualitative assessment**
- **Establishing management Critical Success Factors (CSFs)**
- **Integrated, multi-disciplinary business planning**
- **Implementation of plans by seasoned functional experts**
- **Operational reviews (Ops Reviews)**
- **Embedded management by functional experts**
- **Enhanced business processes and management skills**
- **Ongoing follow-up and counseling**

Our flexible engagement model is tailored to the circumstances of your business. Many of our clients retain our services as business advisors in the early stages of grappling with thorny issues in a particular functional area (e.g. Sales, Marketing, Finance, CEO, etc.). We work with them to clarify the challenges and identify actions, then are available to “lean in” with implementation leadership to achieve fast and lasting results. This repeated shift from advisory to operational roles provides a means of cost-effectively flexing experienced management resources to meet the demands of the business.

As experienced leaders, we also understand that a critical part of our job is to strengthen your talent pool. Working side-by-side with your management team we provide continuous coaching so that they learn from our experience and are prepared to operate at a higher level in the future.



## TAP STRATFORD'S CAPABILITIES

**Since business challenges frequently involve multiple functions within an organization,** Stratford's multi-disciplinary approach brings to bear the necessary combination of expertise to achieve lasting results. Even when engaged in a specific functional area, our clients get access to the broad base of experience across our management disciplines. A single seasoned executive serves as the engagement prime while we provide the necessary skills from across our team to most effectively meet our client's objectives. Our services span the following functional areas:

- **Corporate Strategy**
- **Business Planning**
- **Sales**
- **Marketing**
- **Finance**
- **Intellectual Property Management**
- **Traffic Engineering**

Our objective is to build a long term relationship with our clients to accelerate their progress through the unique challenges faced at each stage of business growth.

If you want to take the performance of your business to the next level and are looking for experienced managers to help, please contact Stratford Managers today for a no obligation consultation.

Phone: 613 288 2688

Toll Free: 1 877 325 2688

[sales@stratfordmanagers.com](mailto:sales@stratfordmanagers.com)

[www.stratfordmanagers.com](http://www.stratfordmanagers.com)

**STRATFORD  
MANAGERS  
CORPORATION**

60 George Street  
Suite 205  
Ottawa, ON  
K1N 1J4  
Canada

