



Strategy that Transforms



PARCON CONSULTING, LLC

Corporate Strategy Advisors

Serving the Architecture, Engineering, Construction and Environmental Markets



www.parconconsult.com



ParCon's Commitment and Promise

We founded ParCon with a single goal. To help leaders of professional services companies ranging in size from 250 to 25,000 people successfully develop and implement breakthrough business strategies by delivering everything they need to envision and deliver transformational results.

More than ten years later, that goal remains at the forefront of everything we do. Over the years ParCon has continued to learn and grow with our clients. While strategic planning lies at the heart of what we do, we've extended our range of service offerings to include strategy implementation and advanced market intelligence. Every new offering is rooted in our desire to provide the complete solution leaders need to deliver break-through strategy. It is our aim to push the boundaries of what great strategy can be and how to constantly do it better. In the end our only measure of achievement is our success in helping clients create strategic transformation and deliver break-through results.

If you've taken the time to learn about our firm and what we do, thank you. I hope you'll take the next step and reach out to us; either directly or by learning more about how we approach some of the challenges leaders in the industry face via our white papers or speeches at industry events.

Matthew Gill
Founder & Managing Partner



COMPANY PROFILE

ParCon is a management consultancy with deep experience in *strategic planning*, *strategy implementation* and *market intelligence* services. Our focus is on helping business leaders in the AEC (architectural, engineering and construction) sector to leverage strategy and achieve transformative and lasting results for their clients, employees and stakeholders.

ParCon is passionate about strategy and the unique benefits it offers firms of all sizes within the industry. We push the boundaries on what great strategy can be, how to speed its development, improve the impact, and fully realize tangible and sustainable benefits.

Our competency lies in an ability to customize and deliver an integrated approach to strategy and growth. Our strategies are designed for business leaders who seek to build an inspired, aligned, and high-performing workforce that vividly imagines, creates and sustains break-through results.

Strategy can (and often does) fail on many fronts: slow or overly time consuming to develop, basing it on incorrect assumptions or notational insights, being too inwardly focused or non-specific, and leaving hard questions unanswered and difficult choices unmade. These types of strategies leave leaders and their firms ill-equipped to drive systematic implementation and real-world results.

At ParCon, our approach focuses exclusively on “hard” strategy built on a foundation of fact-based market and performance insights, well-defined strategic options, specific performance improvement priorities, robust financial analysis, and detailed implementation planning and disciplined execution. Clients immediately see and understand the difference.

Our value comes from the intersection of robust and mature strategy delivery methods, deep insights into the AEC industry, and a unique approach to team engagement and collaboration on strategy. These elements work together to deliver new insights and clear priorities in a compelling strategy and a shared sense of ownership & commitment for delivering transformative results.

About ParCon

ParCon Consulting, LLC (Atlanta, GA) is a privately owned management consulting company founded in 2004. Our mission is to help each client we serve achieve breakthrough results while contributing to the body of knowledge around how leaders can incorporate strategy disciplines to consistently deliver sustainable competitive advantages, superior results, stronger & happier companies and a healthier AEC industry.

Representative industry clients include; Morrison Hershfield, MMM Group, WSP/Genivar, Parsons Brinkerhoff (UK), STV, and Lochner. ParCon also has experience across a range of industries including; government, technology, agricultural and natural resources. We are proud of our success in helping leaders develop and implement strategies that transform their businesses.



PARCON STRATEGIC PLANNING SOLUTIONS

Successfully navigate the unprecedented volatility in markets, competition, clients and industry consolidation, using ParCon's breakthrough **strategic planning** solutions.



STRATEGY MASTER PLANNING

Envision a compelling future ...

At ParCon, great strategy is a passion that informs and guides everything we do. We work with leaders like you to understand your unique needs and design a planning process perfectly suited to the goals, constraints and capabilities of the organization you lead. Our experience is that a "one-size fits all" approach to strategy isn't ideal. Our strategic planning engagements are customized using a library of discreet planning modules. Selecting only critical modules helps us deliver a process that is comprehensive, innovative and transformational, while at the same time being cost, time and resource efficient. Let us show you why ParCon's master planning approach is considered by many to be the most sophisticated and effective planning process in the industry.



STRATEGIC OFF-SITE FACILITATION

Engage and align your leadership team ...

Executives look to ParCon to help design and deliver memorable and high-impact strategic off-sites. An executive retreat can be one of the most important events on your leadership team's calendar. Done well, it will create the opportunity for focused and informed discussion and alignment—two critical elements to business success. ParCon brings together great facilitation, meticulous preparation and a broad range of relevant experience coupled with the mindset of experienced strategists. This allows us to design a strategic off-site guaranteed to exceed your expectations and create the opportunity for meaningful & pragmatic breakthroughs.



CORPORATE STRATEGY GOVERNANCE

Enhance the governance and stewardship of strategy ...

Corporate strategy rightfully remains the purview of the CEO and senior leadership team that must own and execute it. However, in the wake of the recent financial crisis, boardrooms across North America are increasingly a place where challenging conversations about strategy, assumptions, and stakeholder expectations are taking place. ParCon strategy governance solutions help Directors and shareholder representatives assist business leaders by insuring the firms' strategy is; clear, compelling, based on viable assumptions, actionable and ultimately beneficial to long-term value creation.

Strategy that Transforms



PARCON STRATEGY IMPLEMENTATION SOLUTIONS

At ParCon, we understand that **strategy implementation** is the path to strategic transformation. Our professionals have developed a proven, practical, and integrated approach to implementation that helps high-performing leaders to improve the odds of success.

STRATEGY IMPLEMENTATION

Unlock strategic transformation ...



Developing compelling and actionable strategy is a critical first step to successful implementation. But taken in isolation, it falls short on delivering transformational results. ParCon works with leaders to improve strategy implementation, the unseen but crucial work that lies beneath the surface of breakthrough results. Our approach seamlessly integrates: alignment of employees across the enterprise; effective planning and management of strategy related change efforts; reallocation of critical resources; integration of strategy into operational systems; and active monitoring and management of results. Make sure your strategic vision is fully realized by allowing ParCon to share our unique approach to strategy implementation.

ADVANCED COMMUNICATION

Unleash the power of your organization ...



New generations of employees are exploring new ways to connect and communicate using social and rich media enabled by mobile computing. Unfortunately, leaders continue to rely on “tried and tested” methods like e-mail, office memos and the occasional town hall meeting. Is it surprising employees at all levels of organizations either don’t get the message or don’t care? ParCon Consulting, in conjunction with *Ingenium Marketing*, addresses this critical gap by delivering a rich, agile, multi-channel communication solution that engages, educates and aligns your organization in ways never thought possible. Let us share a new way to communicate & engage with your company when you’re facing a major change effort like strategy or change in ownership.

STRATEGIC PERFORMANCE

Gain insight, enhance accountability and deliver change...



The adage that “what gets measured gets managed” remains a statement of fact, at least in terms of strategy implementation. Too often leaders who insist on careful tracking and review of operating results simply assume strategy will take care of itself. Based on our experience, that simply isn’t true. ParCon has broad experience in helping executives develop and implement the tracking systems and processes that support ongoing assessment of progress on key initiatives and measuring the impact of strategy on business results. The result is a leadership team that is informed, engaged and accountable for strategic as well as operational results.



PARCON MARKET INTELLIGENCE SOLUTIONS

Companies who base future strategies and growth plans on bad information about themselves, their clients, competition and markets create the conditions which lead to poor strategic decisions and failed long-range plans. ParCon helps leaders develop the **market intelligence** capabilities they need to power transformational strategies and break-through results.



STRATEGIC INTELLIGENCE

Gain new and deeper insights ...

Develop performance enhancing insights into fundamental questions about clients, service offerings, competitors and market sectors. ParCon's strategic intelligence solution begins with comprehensive *market maps* that help leaders to identify and organize the strategic intelligence critical to profitable growth and strategy development. We go further, integrating and synthesizing data sources from *business intelligence* and *CRM systems* with *market analysis* and *identification of major trends* to produce the decision grade reporting and market strategies you need. The result is a framework for strategic intelligence gathering, synthesis and decision making that enables you to make better decisions on growth and strategy.



CLIENT LIFECYCLE MANAGEMENT

Focus, win and retain more and better clients ...

Developing deep insights into existing and potential clients is critical to positioning your business for success and unlocking the full potential of the markets and clients you serve. ParCon's forensic analysis is designed to provide our clients with the rich, objective and actionable insights they need to win more projects and strengthen existing client relationships. ParCon's forensic analysis solutions include; broad-based client surveys, strength & vulnerability assessments for strategic accounts and forensics evaluation of lost sales on major projects.



VALUE PROPOSITION DEVELOPMENT

Position your offerings to consistently win with key clients ...

As markets and competitors shift and evolve, the way you position both your business and service offering needs to evolve as well. Gaining insights into what sets you apart from the competition in the eyes of your key clients is a crucial first step toward developing a unique and lasting *client value proposition* that drives profitable growth in strategic markets. ParCon's value proposition services helps your team navigate the challenges associated with gaining market insights, understanding the buyer journey and positioning your offerings in the sweet spot of the clients you value most.

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