



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

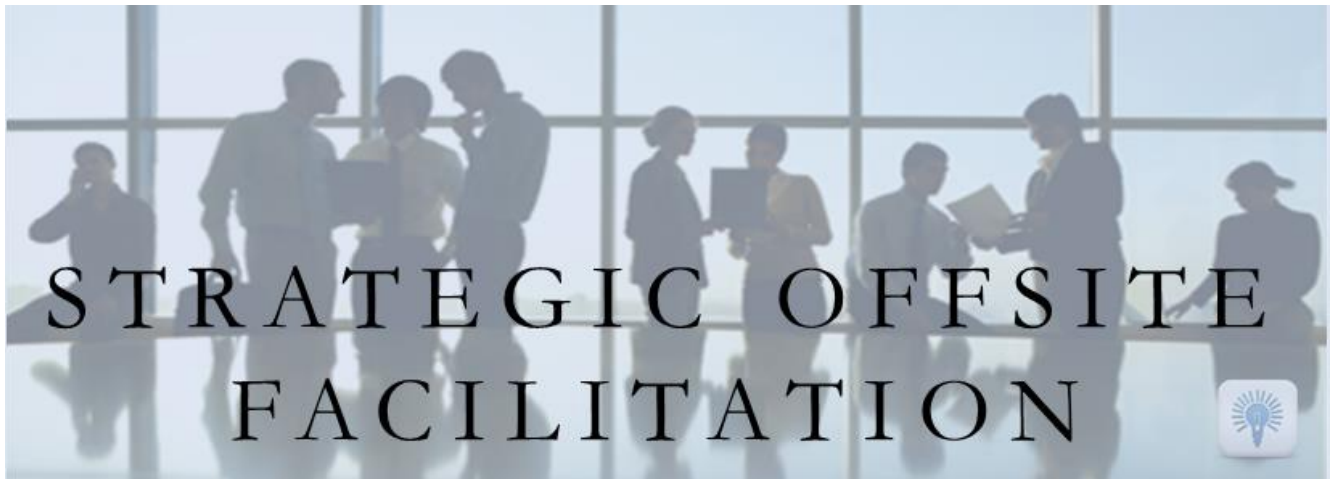
We founded ParCon with a single goal. To help leaders of professional services companies ranging in size from 250 to 25,000 people successfully develop and implement breakthrough business strategies by delivering everything they need to envision and deliver transformational results.

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





Executive off-sites are a frequent occurrence in companies of all sizes with topics relating to strategy, growth and ways to improve performance. Unfortunately, surveys say that your chances of realizing a meaningful and lasting impact aren't good.

Our experience is that strategic off-sites “*say*” *easy* but “*do*” *hard*. They are complex interactions of smart people, complex group dynamics, and challenging topics. Most off-sites that go “off-track” do so because of; marginal choices in topics, poor facilitation, lack of effective preparation, the wrong people in attendance, internal politics and poor follow-up leading to limited action. Regardless of the reason, all too frequently the results are lost time, lost money, disillusioned leaders and limited impact.

ParCon can help you create an off-site that works; delivering great results and a uniquely positive team experience that leaves participants more excited, engaged and aligned. Let us share our thinking.

STRATEGIC OFF-SITE FACILITATION (Examples):

- Developing a strategic vision with the power to inspire and align
- Surfacing great opportunities from emerging market trends
- Hard choices: prioritizing organizational resources to deliver breakthrough results
- Gaining insights from competitive war gaming
- When did strategy become part of my day job?
- Where's the growth; rediscovering your organic growth capabilities
- Lessons from the storm; stress-testing your strategy

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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.

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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 CONSULTING, LLC

www.parconsult.com

1045 Bay Pointe Crossing
Alpharetta, Georgia 30005

tel: 770.740.9621
fax: 770.740.9644