



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



VALUE PROPOSITION DEVELOPMENT



As a business leader, it can be challenging to articulate what makes your firm and offerings unique or superior to those of your competitors in a way your clients understand and respond to. If this has proven a challenge, then a compelling and authentic client value proposition may be what you need. Client value propositions also represent a crucial link between your business strategy and the service offerings you deliver. If you intend to outperform the market, then your value proposition needs to be honed to a point where clients recognize and respond to your firm's unique value.

ParCon works with you to develop the critical insights you need about key clients, competitors and markets. We then develop, refine and test your **value planks** to insure that the unique benefits that make up your value proposition are relevant, truly differentiated and impactful. Finally, we help your team identify the operational strategies and tactics necessary to deliver the promised benefits to your clients, every single time.

If your business struggles to deliver the growth, profits or outstanding client satisfaction you expect, it may be time to closely evaluate and refine your client value proposition - a critical link between the promise of a brighter tomorrow and the reality.

VALUE PROPOSITION DEVELOPMENT SERVICES:

- Identify and prioritize strategic sectors and clients
- Gather fresh, analytical and actionable insights from key customers and prospects
- Map your current value propositions and that of key competitors
- Identify and test key *value planks* that deliver real value your clients care about
- Create a powerful unique selling proposition clients respond to
- Operationalize your value proposition with specific plans and tactics

Strategy that Transforms



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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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.





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