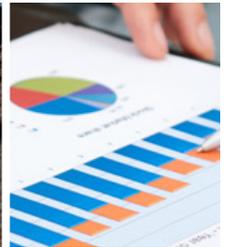




Major Oak
CONSULTING



FACT SHEET

Business Strategy

Invest in your strategy to gain a better understanding of who your customers are and what they want allowing them to work as a high performing team.

BOTTOM LINE RESULTS

At Major Oak, our passion is helping our clients achieve their goals and our expert team will work tirelessly for you in the pursuit of improved quality and service and reduced operational costs. We deliver results.

Today's complex business environment requires thoughtful approaches to identify new growth opportunities and improve execution efficiencies. As an independent, trusted advisor, we collaborate with our clients to frame their strategy and map a clear path to significant performance improvements. Our innovative thinking challenges the status quo and uncovers new opportunities to maximize profits and unleash productivity. Our implementation expertise helps you realize these benefits through skilled facilitation, proven methodologies, and unparalleled consulting talent.

Strategy Development

Three of the most important questions senior managers face are: What is the competition doing? What capabilities and resources are needed to profitably compete? What actions are necessary to align company resources with market demands, and build a competitive advantage? Whether your organization is rapidly growing, adapting to market changes, or in the midst of M&A activity, Major Oak works with you to develop a winning strategy. Our Senior Management Consultants will craft a plan to your specific needs. Our strategy offerings include: Business Development Strategy and Support, Cost Reduction Programs, Customer Pricing Model Development, Mergers & Acquisition Advisory Services, Staffing and Retention Strategy and Shared Services Design.

Voice of the Customer

It's amazing how much you can learn about customer needs and expectations by listening to your clients. We help you get there by designing a program allowing significant input from the source – your customers, partners and competition. Using detailed customer data and feedback, we'll build a Customer Experience Map visually depicting what your customers are thinking and how they feel about your products and services. Together, we'll identify opportunities to improve customer satisfaction by focusing on what is most important to your customers.

Goal Alignment

Meeting your performance objectives is highly dependent upon the seamless execution of your strategy. Too often, key internal and external stakeholders are pursuing goals not aligned with their organizational strategy. Major Oak's simple, straightforward Goal Alignment methodology quickly compares and contrasts your intended strategy with the perceptions and plans of your key internal and external stakeholders. This exercise facilitates open discussion across the organization to identify key disconnects between actual and perceived organizational goals. Goal Alignment helps your team ensure everyone is defining success the same way. As key issues are raised and communicated early, potential "roadblocks" will be avoided.

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