



# CMAA Engagement Identification



Category	Description	Service
<b>EEOC</b>	Lawsuits and/or Complaints	Training, Coaching, Dispute Resolution
<b>Leadership Development</b>	High Turnover, Low Productivity, Motivation Challenges, leaders are floundering in achieving goals	Coaching, Leadership Development
<b>Organizational, Cultural Transformation</b>	Business Case Shift requirements	Consulting and Advisory Services, Training, Coaching, Lean Six Sigma
<b>Board Governance and Strategic Implementation Planning</b>	Board Development and Strategic Planning Implementation Technical Assistance  Organization /department planning	Board Governance Advisory Services/Coaching,  Strategic Planning Consultative Facilitation, Training
<b>Organizational Turnaround</b>	Lack of Efficiencies and/or Effectiveness, Workforce/Leadership alignment	Performance/Process Improvement Consulting and/or Advisory Services
<b>Supplier Diversity/Small Business Initiatives</b>	Coach and/or Development of Supplier and Small Business Programs (Internal Stakeholders, vendors)	Training, Advisory Services
<b>M&amp;A Transactions</b>	Assessment of Organization Standards for Pre- and Post Mergers & Acquisitions, Culture defining, Leadership collaboration	Performance/ Process Improvement Consulting and /or Advisory Services
<b>ERP Integration</b>	Advisory Services/Consulting Services for non-IT activities required for System Integration engagements	Cultural Transformation Advisory Services, Communication Initiatives
<b>Efficiency and Effectiveness Sustainable Success Models</b>	Program Evaluation and Capacity Building for Community Based Organization	Organization Assessments/ Implementation Strategic Services, Lean Six Sigma, Kaizen A3 and 8D initiatives
<b>Workforce Skills</b>	Soft and/or technical skills deficiencies	Training, Coaching, Advisory Services (team and individual)

We focus on these business opps...

# Business and Industry served

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- Government (local, State, Federal)
- Financial Services
- Manufacturing (light and heavy)
- Healthcare and Related (Public and Private)
- Pharmaceutical Manufacturing/Distribution
- Higher Education
- Local, State and Federal Government
- Non-Profits
- Franchise Industry
- Logistics and Distribution
- Telecommunications
- Utilities and Public Works
- Hospitality
- Retail Foods
- Human Resources/Employee Relations (any industry)
- Industrial Operations



Accounting Firms, (M&A Specialties, General Business)	Law Firms (Employment/Labor, Litigation, General Business, M&A)
Regional/National Consulting Firms for small business partnering	Business Incubators, Advocacy Agencies Consulting , Advisory and Training Support services
Rapidly Growing Organizations (public and private, non-profit)	Advisory, Coaching, Training, Performance Excellence services
Human Resource Professionals (Gateway) Chief Operating Officers, Production and Manufacturing executives, CIO . Anyone in the executive suite and upper management	Executive Suite Professionals (CEO, COO, CFO, CIO, Divisional/Regional Leadership)
Corporate and Non-Profit Boards	Training , Coaching, Advisory, Appointments to boards
Current Clients and Networked Professionals	

## Ideal Leads for CMA .....

- The following are ideal Engagement Leads for the CMA Team. This would be for 1<sup>st</sup> Tier
- Engagements and 2<sup>nd</sup> Tier Engagements.