



Improve Your Bottom Line!

The Corporate 360^o-L[®]

A Bottom Line Product[®]

Background:

A handful of Critical Functions determine all corporate performance. In the last 3 years, studies of 4,000+ companies by McKinsey/London School of Economics have shown that a 20% improvement in three of these improves the bottom line by 42%. The studies, of course, do not show how.

In 1985, FitzGerald Associates created a unique technology to measure and trigger changes in these Critical Functions and their causes. They have now created a web based product, The Corporate 360-L^o[®], which provides specific measurements and presents them in terms of a Balance Sheet and P&L. No other company does this.

Enerpace Coaching has entered into a strategic alliance with FitzGerald Associates in order to introduce this tool to businesses that want to increase profits and avoid corporate atrophy. It is affordable, non-intrusive, and easy to use. The instrument takes only 5 minutes to complete on the web.

What It Does:

- Enables a surge in profits and competitiveness
- Creates a full psychological profile of the company's behavior
 - Improving this mobilizes the company's Will to Compete
- Creates detailed action plans
- Mobilizes the company - to face opportunities, challenges, and recession
- Allows new executives to hit the ground running
 - Avoids the 18 month, 50% attrition rate
- Completes the due diligence
 - Avoids the 70% M&A failure rate
- Predicts performance - *long* before it shows in the financials
- Identifies areas of maximum ROE