

T.Swords

& ASSOCIATES, LLC

Two horizontal bars of different shades of blue, one lighter and one darker, positioned below the company name.

Strategy. Alignment. Execution.

Is your business strategy working as hard as you are?

If you answered "yes," your organization is one of the lucky, successful few.

If you answered "no," we can help you change that.

The T. Swords Difference

Using a wide range of the best practices, tools and techniques from the world of contemporary business management, T. Swords works intensively with senior management at every step to articulate and refine a strategy that will lead to a focused implementation program— one that will rally the organization and improve profitability.

If your strategic targets are not being met, contact T. Swords & Associates, LLC. With a deep passion for client success, our team brings an unusual breadth and depth of knowledge to every engagement.

Our team members have implemented major programs that have helped companies from pharmaceuticals to luxury travel; from finance to professional services, attain new levels of success.

We would like to do the same for you.

Five reasons why T. Swords is different:

1. T. Swords and his associates are senior-level consultants. No junior team fills in after the initial meeting. You have a senior level commitment from first meeting to last. Clients receive experienced-based pragmatic advice, not merely process facilitation.
2. Leveraging state-of-the-art team coaching, T. Swords enables your executive team to function at a high-performance level, which is essential to executing in today's rapid cycle environment.
3. We recognize that one-on-one leadership coaching is most needed in times of strategic change— and we help executives acquire the skills that they have not needed to rely on in the past, particularly when they need to develop new skills on the fly.
4. The T. Swords' unique approach focuses on enabling senior managers to take charge of the change process and delegate successfully down to their support teams.
5. Our "firm day" launches— when everyone is brought into the strategic process— are some of the best days at work your employees will ever experience.

"Less than 10% of strategies effectively formulated are effectively executed." Ram Charan, FORTUNE

*We have your management resources.
Visit us at www.tswords.com*



"Management isn't on the same page."

New leadership can quickly fall out of agreement if roles and responsibilities haven't been clearly defined. T. Swords' leadership evaluations quickly uncover the obstacles that impede progress – and point the way to more collegial and productive efforts.

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Our Services

Is your organization performing up to its potential?

If your initiatives are out of alignment with your strategy, we can lend a hand. From strategy to execution, we can help you prioritize your “critical few” initiatives and develop a way to track progress against strategic goals to overcome obstacles and ensure success.

If you find you need assistance in any of these areas, T. Swords brings a senior-level focus to creating and implementing programs that will take your organization to new levels of performance and profitability.

What T. Swords offers

Strategic Planning services

- Product strategy
- Market strategy
- Customer segmentation
- Business planning

Balanced Scorecard Design

- Executive alignment around the vision
- Business strategy mapping
- Strategy-based resource allocation
- Performance objectives and metrics
- Customized in-house corporate training

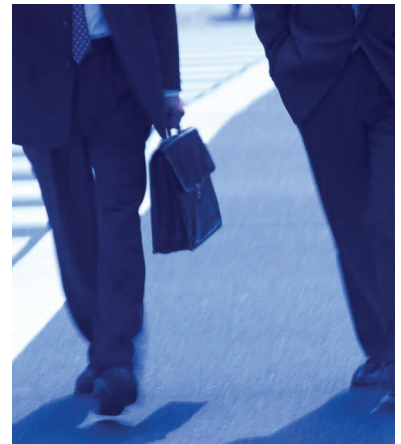
Executive Coaching

Many successful executives find coaching exceptionally helpful to bridge the gap between where you are professionally and where you aspire to be. Coaching is a cost-effective approach for improving executive performance; “Executive Coaching delivers an average ROI of 5.7 times the initial investment” (Manchester Inc., 2001)

- Reach your goals faster
- Make significant changes in management and leadership styles
- Have someone with whom to collaborate (it can be lonely at the top)
- Get ahead professionally: become a better manager, executive or businessperson.

Executive Off-Site Facilitation Program

- Intensive and collaborative pre-planning
- Real-time solutions development
- High performance team building
- Follow-up coaching to ensure action



"We've been merged. I'm not sure what's next."

A lack of clarity can impede progress when the venture changes. T. Swords offers a suite of solutions for realigning an old strategy with a new mandate and facilitating executive communications during challenging times.

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Meet the T. Swords team

Timothy G. Swords, Managing Principal works hand-in-hand with executives to evaluate strategic challenges; then, develops a more robust strategy, pragmatic implementation plans and high performance teams. Prior to founding his firm, Mr. Swords held leadership roles at these consultancies: Renaissance Solutions/Balanced Scorecard Collaborative, CSC Index (collaborating with thought-leaders Michael Treacy and Fred Wiersema, authors of *The Discipline of Market Leaders*) and PriceWaterhouseCoopers. His industry positions include Vice President of Strategy & Planning at Fidelity Investments, Vice President of Waverly Investments and General Manager of Illuminations, Inc., a gift manufacturer. He holds an MBA from Harvard Business School and received his Executive Coaching Certificate from the Massachusetts School of Professional Psychology.

Ryan K. Englund, Principal possesses deep BSC expertise, and has assisted firms to adopt the BSC management approach since 1994, first as a senior leader at Renaissance Solutions and the Balanced Scorecard Collaborative (firms co-founded by Robert Kaplan and David Norton, authors of the Balanced Scorecard concept). Prior to that, Mr. Englund held leadership roles at renowned strategy consulting firms: Bain & Company and Monitor Company (founded by Michael Porter, author of *Competitive Strategy*). Executive positions held include VP, Strategic Planning and Change at NutraSweet Kelco. He received his MBA from Harvard Business School.

Dr. Gerard J. Donnellan, Principal: is an organizational consulting psychologist who provides executive coaching and assessment for professional development, succession planning, and family-owned business advising. He holds faculty appointments at Harvard Medical School, the City University of New York and the Institute for Organizational Consulting Psychology at the Massachusetts School of Professional Psychology. He is on the faculty of the Family Firm Institute certificate program. A licensed psychologist in Massachusetts, he is past-president, New England Society for Applied Psychology (NESAP), the largest organization of business and organizational psychologists in New England and is past-president, the Massachusetts Association for Psychoanalytic Psychology (MAPP), an APA regional affiliate. He received his Ph.D at the California School of Professional Psychology and his Certificate in Family Business Advising by the Family Firm Institute.

Contact us today

Call to schedule a free assessment of your strategic needs.

Tel: 1.415.606.6441.

Submit an inquiry to T. Swords & Associates, LLC

Email: info@tswords.com

Visit us at www.tswords.com

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