



Organizational Assessment Program

Do you have a plan for growing your business? Are you keeping up?

What's Involved with the Organizational Assessment ?



The Key Areas (8 Buckets) of your business will be reviewed deeply and specifically:

Culture-	Business-
Leadership-	Operations -
Customers-	Team Member
Marketing-	Sales-

We will also review:

Financial Results and Processes
Best Business Practices In Place
Overall Structure
Current Reality of your Business Model.

It is through this process the Fred will be able to identify high leverage opportunities for immediate and future improvement.

The question is:

- Is your business moving in the right direction?
- Are you hiring more people, but getting less done?
- Is your organizational structure an asset or a liability?
- Do you have the right systems, policies and software in place?
- Does your business model provide built-in protection from competition?
- How well is your Value Proposition getting your target customer's job done

These are just a few of the questions covered in the **Organizational Assessment**. In today's hyper-competitive business climate, every business needs to reinvent itself through a process of continuous innovation.

So... What are you going to do about it?

Contact Fred for an **Organizational Assessment** that will uncover these inefficiencies and put the cash in your pocket.

Our business assessment service will help you:

- Pinpoint problems that could negatively impact your company's top and bottom line
- Identify business risks you may not be aware of
- Identify areas where you may be able to reduce expenses
- Identify potential areas for future growth

Many of our clients have attained their growth goals and increased their net profits between 1-5%, that's HUGE!



We Observe and Review, Existing Systems and Processes such as:

Organizational Structure	Management Team
Accounting / Payroll	Budget / Expense Control
Cost Tracking	Cash Management
Marketing and Sales	Pricing, Products and Services
Estimating	Proposal Packaging
Customer Service /	Customer Relations
Information Technology	Risk Management
Purchasing	Vendor Management
Service Location (s)	Fleet Management
People (recruiting, compensation, training, hiring, retention, terminations)	
...to name a few.:	

How the Organizational Assessment Program Works:

The discovery of strengths and areas of opportunity will be accomplished with the aid of a survey with more than 50 in-depth questions in the above areas by using a rating system.

Each area will be given a score ranging from 1-5 in the various categories. Using this method, a rapid understanding of the business is made so both strong points and areas for focus are identified.

There will be a list of items to bring to the assessment provided prior to our visit so that we can maximize our time on the assessment. This will take some effort on your part to prepare for the assessment.

The Organizational Assessment Action Plan

Within 10 workdays of the visit Fred will send you the assessment results, which will include the areas discovered that need improvement.

These will be divided into three areas of action described as follows:

- **Urgent:** Items that need immediate attention within the next 90 days.
- **Important:** Items that can be accomplished in six months to a one-year period.
- **Long Term:** Actions that will require one to three years or more.





Once the plan is in hand a follow-up meeting will be arranged to help prioritize the items in each area to accomplish.

We will set the goals along with the time frames to accomplish them.

Using this systematic approach, you will always stay focused on the highest priority items.

Other Custom Programs and Options:

The One to One Coaching / Consulting Program

With Fred, you will have a Coach with actual hands-on experience in the landscape business working with you. You will have a “sounding board”, someone you can talk to, bounce ideas and plans off of, or share your dreams. And someone to make those “hard decisions” you will have someone who knows you, your company and your situation so the right decisions are made.

The Leaders' Peer Group Program

Building a support network of trusted and unbiased advisors on your own can be a seemingly impossible task. However, other business owners in your situation have the same sense of isolation and can offer support. This is where The Leaders' Peer Group can benefit you. It is a peer group, a collection of similar business people, who meet on a regular basis to help each other deal with their burning issues and support each other to improve their business practices and performance while helping each other to become the Leaders that each has always wanted to be.

Specific Topic On-Site Visits

These can be scheduled for Fred to spend time face to face in the field or facility to work on specifically identified areas, projects or programs/systems. Such as:

- * Operational Efficiency Audits
- * QC Quality Control Training
- * Strategic Planning Meetings
- * Budget Development Meetings
- * Training Meetings
- * ...To name a few.

Specific Topic Virtual Meetings:

These can be scheduled for Fred to spend time with you and your team to work on specifically identified areas, projects or programs/systems. Such as:

- * SWOT Analysis Meetings
- * Sales Training Meetings
- * Financial Training Meetings
- * PEST Analysis Meetings
- * Operational Training Meetings
- * ...To name a few.



Contact Fred Haskett to learn more...



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A goal oriented Senior Leader, Fred Haskett is a 47 year Green Industry veteran who has professional leadership experience as an owner in small and mid-sized operations and as a senior executive in large companies.

Since 1990 Fred has had the opportunity to work as a senior leader with some of the most outstanding organizations in the Green Industry, The Brickman Group, / The Valley Crest Companies, / U S Lawns

Fred's experience has covered a broad range including:

- Founded, developed and sold a 4.5 million dollar plus lawncare business.
- Managed multi-branch, multi-state, multi-million dollar, lawncare, landscape and arbor care operations.
- Senior Leader in the largest landscape management franchise system
- Fred has managed the sales and production of over \$207 million landscape services, \$80 million in lawn care and tree care services, \$24 million in vegetation management services, and \$12 million in pest control services..

He brings tremendous experience in operations, finances, sales, marketing and franchising.

Fred is a Landscape Industry Certified Manager (NALP), Certified Arborist (ISA), Certified TurfGrass Professional (PLCAA), and in 2006 was named an NALP Trailblazer by his peers.

Call him...

...He will help you Chart Your Course to Success