



WHAT'S *the* DIFFERENCE
BETWEEN RESISTING
CHANGE *and* STANDING STILL?

NOTHING.

IT'S NOT CHANGE
THAT'S RISKY.

IT'S RISKY NOT
CHANGING.

Every day, you face new demands for productivity, efficiency and profitability. You may need to move your organization onto new and uncertain ground. There's often resistance throughout the ranks. However, a business that retreats from necessary change imperils its own survival. As senior management, you are a driving force in creating effective change. As seasoned Executive Coaches, The Sequitur GroupSM can assist you in meeting the challenges that provide opportunity for your company.

THE SEQUITUR GROUPSM STRATEGY

Times of transition are opportunities to rethink, restructure and ultimately reinvigorate your organization. The Sequitur Group provides practical assistance as you determine where you are, where you need to go and how you can get there.

The Sequitur Group facilitates transitions that motivate and inspire your employees, while increasing the effectiveness and long-term profitability of your business.

We support you and your management team as you develop optimal strategies for change, along with their successful implementation. The Sequitur Group specializes in assisting senior management to:

- *maximize performance through confidential executive coaching*
- *optimize productivity of teams working on critical projects*
- *expedite individual, departmental and corporate change*
- *align people, processes and use of technology with changing strategies*



CHANGE *is the* ONLY
THING *that* OFFERS
NEW OPPORTUNITY.

— Ross Shafer —



TO CHANGE *and* CHANGE
FOR THE BETTER *are* TWO
DIFFERENT THINGS.

— *German Proverb* —

There are vast differences between **Consultants** and **Executive Coaches**.

Business Consultants can be invaluable for tackling projects outside of your team's traditional operating experience. They bring very specific expertise to address unique situations. They need to focus their efforts on addressing the project at hand - and not on your company's staff or management.

As **Executive Coaches**, Sequitur Group's approach is inherently very different. Acting as catalysts for your management team, we facilitate their further development as they execute solutions that address not just your strategic and tactical needs, but also your corporate culture and the needs of your staff.

Our approach is effective because the people we empower are yours. Their knowledge and experience

make them your most valued asset. We help you to further leverage their abilities, both in creation of a strategy and throughout its implementation.

Change can be unsettling to an organization. We listen carefully, provide guidance where necessary, and assist in bringing people and processes in line with strategic goals. In this way, we ensure the integration and acceptance of solutions within your organization. It's a total team effort with the process "owned" by your staff and management.

Transitions can be accomplished easily and effectively when your people are prepared and assisted through the process. The Sequitur Group difference is the key to the positive results we achieve.

BUSINESS SOLUTIONS FOR TODAY AND TOMORROW

The Sequitur Group has a history of success in turning challenges into opportunities by providing Executive Coaching to expedite change

When you need to further leverage or enhance the experiences and abilities of your management team, The Sequitur Group facilitates their ongoing success.

When mergers and acquisitions create a maze of challenges, The Sequitur Group supports you and your team in identifying and making the needed changes.

When diverse or multiple teams are needed to address pivotal projects, The Sequitur Group facilitates the successful completion of their work.

When complex, interdependent efforts are crucial to your success,

The Sequitur Group assists your management team to achieve the needed goals.

And when the demands of your business change rapidly, The Sequitur Group will be there to help you anticipate new issues and plan for the future.

Our clients span corporate giants, high-profile companies and nimble, fast-growing organizations.



IF *you* DON'T KNOW
WHERE YOU'RE GOING,
you will PROBABLY END UP
SOMEWHERE ELSE.

— *Laurence J. Peter* —

The Sequitur Group approach empowers your company to perform at its highest level. Our Executive Coaching services produce sustainable results because we:

- Bring in the right people to work with you and your management team*
- Integrate approaches keyed to your business priorities and corporate culture*
- Facilitate your management and staff to identify, create and implement meaningful change*
- Keep the focus on achieving goals now and in the future*

For more information please call us at 212-721-2100, x100

**MAKING CHANGE
WORK...**

**THE SEQUITUR
GROUP**



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www.sequitur.com