

Kollner Group presents
consulting services for leaders who seek to



Build Innovative & Enduring Businesses

A SYSTEMATIC APPROACH TO LEADERSHIP DEVELOPMENT,
STRATEGY FORMULATION AND BUSINESS TRANSFORMATION

INCREASE COMPETITIVENESS



GROW NEW MARKET SPACE



CREATE BREAKTHROUGH SOLUTIONS



ATTAIN SUPERIOR PERFORMANCE

“Did a phenomenal job of interviewing our clients and helping clarify our market position and future direction. I do not hesitate to call whenever I need help with our business strategy or mission-critical projects.”

Bill Siino, President, System Simulations, Inc.
Interactive Training and Web Solutions

Architects of Business Success

Kollner Group is a consulting company that assists leaders in innovating their businesses and in achieving a new level of success – improving competitiveness, creating breakthrough products or services, growing new market spaces, and attaining superior performance. Since 1999, we have facilitated these types of results for companies across a wide array of business categories in both North America and Europe.

As experts in leadership, strategy and change, we work as partners to engaged leaders; providing inquiry, insight and methodology to build innovative and enduring businesses. The meaning of greatness and business success has evolved over time and for leaders in today’s complex world this requires achievement on multiple bottom lines. Our work entertains the basic questions - Who, What, How and Why - to get to the comprehensive internal and external results that every intelligent 21st century business strives for – a winning outcome for all stakeholders including employees, customers, shareholders and society.

Our systematic approach to leadership development, strategy formulation and business transformation builds on years of study and experience providing us a unique understanding of how to replicate success. Your next strategic move must be smart and with built-in execution - it is too critical to leave this to guesswork. We help you align your leaders and uncover your guiding strategy so you gain the focus required to create great results.

What We Do



Leadership Development

- assessment to place the right people in the right roles
- coaching to develop effective leaders, ensuring progress and succession
- aligning teams to enable collaboration and commitment

Strategy Formulation

- creative visioning to uncover values, purpose and mission
- value innovation to establish or clarify a distinct market position
- product or service innovation to generate breakthrough solutions
- strategic planning to facilitate your strategy formulation process
- business planning to create focus and a roadmap

Strategy Execution & Business Transformation

- change facilitation to overcome obstacles to the envisioned future
- ongoing innovation to lower cost and heighten market place success
- disciplined inquiry to face the brutal facts and to facilitate progress
- facilitate dialog to bridge differences between individuals and groups



“Kollner Group provided clear structure and a framework to guide our organization in developing a comprehensive, thorough business plan in an extremely short period of time.”

Tanya Heidelberg-Yopp, President, Motown Center Project
Berry Gordy’s Education and Museum Concept

“Thank you for bringing our leadership team on the same page and enabling us to establish a guiding strategy with focus on the market and our brand value. Our results are outstanding.”

Asger Bak, CEO, MK Sound
Global Audio Product Manufacturer

4 Core Programs to Transform Your Business

FOCUS CREATES RESULTS

Build a winning team that works together to create top results this year

A foundational program that aligns your leadership team and builds strategy execution strength. This one-year program provides your team with a clear plan and structure that establishes accountability and an efficient framework for high-performing team behavior based on the power of focus, discipline and positive peer pressure.

STRATEGY TO GREATNESS

Initiate the journey to greatness and business success with a clear guiding strategy

Give your leadership team a practical program and an efficient common language to clarify the guiding strategy for your business. This systematic approach aligns propositions for your people (“the purpose, values and main goal”), your value offerings (“the business strength and utility to the market place”) and your business model (“the core activities that drive a sustainable economic engine”).

CUSTOMER FOCUSED INNOVATION

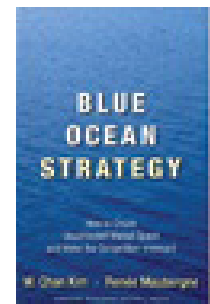
Generate breakthrough products and services with market focused innovation

A customer focused and outcome driven program that removes randomness from innovation to create breakthrough products and services. Identify underserved opportunities and use creative lateral thinking methods to generate optimal alternative solutions.

CREATE NEW MARKET WITH VALUE INNOVATION

Pioneer businesses that offer unprecedented value with “Blue Ocean Strategy”

A step-by-step program to value innovation that enables you to create uncontested market space and make the competition irrelevant. Go beyond existing customers to establish a market position that opens up new demand with a mass following of customers. The Blue Ocean Strategy Initiative Centre has qualified us to teach and apply this bestselling approach.



Supporting Programs

EXECUTIVE SPARRING PARTNER

Executive coaching for leaders who seek transformation

This program goes beyond performance and skills coaching to help the leader engage the actual challenge and apply this to the business or personal transformation process. It is lonely at the top and leaders need an experienced sounding board where they can test ideas and obtain feedback.

CHANGE IMPLEMENTATION FACILITATION

Implementation support for your critical strategic initiatives

Independent oversight of your critical strategic initiatives to optimize implementation success. Transformational change requires ongoing learning and adjustment, which often challenges the organizational culture and norms. We work with the internal champion on the upfront analysis that clarifies the assumptions and on an initiative roadmap that addresses resource and political hurdles as well as stakeholder alignment.

“Your ability to assess, listen, communicate and guide our leadership team – sometimes with vigor, sometimes with forceful direction, sometimes with gentle encouragement but always with the ultimate professionalism – brought significant value to each of us and the company.”

Ray Landy, President, AECOM Architecture
Global Architecture Firm

*“Use Kollner Group if you need experts in strategy and organization development.
I highly recommend their talent and integrity.”*

Christopher Forman, CEO, Pacific Theatres Corporation
Movie Theater and Real-estate Firm

About Kollner Group

Dr. Soren Eilertsen founded Kollner Group in 1999 to help leaders build innovative and enduring businesses. Kollner Group is a boutique management-consulting firm with master consultants who have proven leadership experience from inside organizations, extensive formal training, and interest in lifelong learning.

Using a Comprehensive Systems Perspective

As do general practitioners, we avoid narrow specialization and instead view your situation from multiple perspectives so we can diagnose correctly and pinpoint opportunities and challenges in a comprehensive manner. We look through lenses such as the intentions of leadership, the organizational culture, the systems at play, the economic conditions, the market situation, and the external environment. The ability to take these different perspectives makes us organizational psychologists, business analysts, and market strategists – all at the same time. This integral approach incorporates the best concepts and practices from different fields and departs from the typical partial approaches that by themselves often fail.

We have earned a reputation for bridging differences between individuals and groups across all functional areas of the organization as well as with outside partners. Most of the world's problems, including most business issues, stem from differences in perspectives and difficulty in communication. We frequently find communications issues inside leadership teams, between groups inside an organization, and between a company and its customers and partners. By facilitating vital communication, we help people engage in a new level of inquiry and dialog. It is our aim to build trust while enabling healthy conflict so people can collaborate more effectively to reach shared goals and dreams.

Bridging Differences and Instilling Collaboration

Facilitating, Catalyzing, and Coaching

We differ from large consulting firms who bring in an army of consultants to deliver big reports. We provide practical help to build leadership strength, to establish clear strategy, and to guide critical initiatives. Our consultants act intimately as facilitators, catalysts, and coaches with your leaders and people so they develop a new awareness and can take the organization through the required journey of change and growth. Hence, our work is collaborative and empowering, thereby leaving the new knowledge where it belongs, inside your organization.

Sample clients and engagements: **AECOM Design**, *Global Architecture & Engineering* | **American Suzuki Motor Company**, *Automotive Distribution* | **McKesson**, *Manufacturing & Distribution* | **Mission Critical Technologies**, *Personnel & Technical Services* | **MK Sound**, *Global Audio Product Development, Manufacturing & Distribution* | **Motown Center**, *Entertainment & Museum (non-profit)* | **Nordisk Film Biografer**, *Movie Theatres* | **Pacific Coast Producers**, *Agricultural Products* | **Pacific Theatres Corporation**, *Real-Estate & Movie Theatres* | **Polar Air Cargo**, *Cargo Airline* | **Promotional Products Association International**, *Industry Association* | **Vulcan Inc. (Paul Allen)**, *Investments & World-class Endeavors* |



Kollner Group, Inc.
15332 Antioch Street, PMB #335
Pacific Palisades, CA 90272, U.S.A.

Main +1 310 498 3540
Fax +1 310 230 7803
info@kollnergroupp.com

www.kollnergroupp.com