

Make your organization a  
Profitable, Sustainable &  
Growth oriented



**GROTREND**

*Achieving your objectives... together*



*Leaders across the globe continuously ask, “how my organization stand out from crowd despite of technological disruptions and ever-changing consumer demands in turbulent economic times, to achieve a profitable, sustainable, growth-oriented business?”*

## About Us:

More than 40 years of combined experience in Strategic Management Consulting in both Profit and Non-Profit organizations around the globe. Based on Toronto, Canada, many of our client engagements are orchestrated to make a difference in many organizations to change them into a Profitable, Sustainable & Growth oriented businesses. Our higher level of consulting experience is ranging from mid to large enterprises in making their organizational effectiveness through a sound comprehensive strategic planning facilitation and implementation, project management and core functional operational improvements.

Specialized in many core functional competencies in the areas such as Business Strategy, Operations, Finance, Marketing, Market Research, Human Resources, Management Information Systems enables us to assist the clients in addressing the business problems in depth relating to the whole organization as opposed just one vertical.

In addition to the client consulting engagements, we offer Change Management, Business Strategy, Finance & Operations by teaching in the universities and by offering workshops through our Special Interest Groups in Canadian Association of Management Consultants to train fellow consultants, decision makers of the companies.

Outcome of our consulting engagements resulted in growth oriented Strategic plans, increase in organizational efficiencies, operational effectiveness, revenue growth, transfer of knowledge base through training and facilitation.

Some of the industries we made our mark are in Government, Non-Profit Organizations, Telecommunication, Petro Chemicals, Energy etc

## Our Services

### 1. Strategic Planning Training

- Transfer of world class knowledge in strategy through our Strategic Planning Training
- Understand why it is important to have a strategy focused organization rather than merely focusing on a surviving organization
- Learn the best way of formulating the strategy according to latest industry standards
- Develop a Balance Scorecard specific to your organization
- Develop a Strategy map for your organization

### 2. Strategy Development

- Conduct a Business Review
- Identify the problems and challenges
- Develop an in-depth Balance Scorecard and Strategy Maps
- Develop key performance metrics - based on Key Result Areas (KRA)
- Communicate and implement strategy with focus and resource alignment

### 3. Program Management

- Improving the challenges in cross functional areas such as Finance, Operations, Marketing, Human Resources and Information Technology aligning the corporate strategy
- Managing projects in different cross functions according to your developed strategy
- Executing projects considering the cost, time, quality and risk of projects
- Ensuring project delivery reflects the over-arching organizational strategy

### 4. Technology

- An in-depth review of current information technology systems and how it is helping the organization in achieving its performance and growth strategy
- Identifying the needs and establish an IT system to support the strategy through various services such as:
  - Managed IT services
  - Cloud Technology
  - Enterprise Resource Planning
  - Customer Relationship Management
  - Project Management



## Client Case Studies:

### 1. A product Company

- Change Management towards a better Business Model
- Challenges: Resistance, discord among divisions
- Outcome: 18 months program, better synergy



### 2. A not-for-profit organization

- A Cultural shift
- Centralization Versus Decentralization
- Outcome: Focus, Balanced Scorecard, Co-operation
- 2 years transformation

### 3. Consulting Engineering Firm

- Change Management – Growth (Expansion - Manitoba to Rest of Canada)
- Vision: Becoming a \$100M firm from the current \$45M in 4 years
- Value Proposition: Customer Intimacy (Offering unique solutions)
- Focus: Maintaining core competency (Technology)
- Duration: 12 months

### 4. Government of Ontario – IT Infra structure

- Change Management - Productivity
- Vision: Seamless Integration of IT platform (all ministries)
- Value Proposition: Operational Excellence
- Focus: Ministerial Cooperation
- Duration: 18 Months (stage 1)

### 5. Telecom Industry (\$11 Billion Company)

- Current Focus: Two main products; Growth
- Issues: Not able to become truly national
- Important Goals: 1. Become a \$20B company by 2020,  
2. Product Optimization
- Scorecard: Alter product mix: From current 55/45 to 35/65  
Acquisition versus organic growth
- Team Commitment: Quarterly reviews and corrective actions
- Time Line: 2020