

## **Company & Service Overview**



### **PARTNERS IN ORGANIZATIONAL CHANGE & DEVELOPMENT**

**WSA Delivers High Impact Business Solutions:**

- *Organizational Change*
- *Talent Management*
- *Strategic Planning & Implementation*
- *Leadership Development Processes & Programs*
- *Executive Assessment, Development & Coaching*
- *Live Project Consulting*
- *Process & Productivity Improvement*
- *Team Development and Facilitation*
- *Hands-On Training & Development Programs*

# About Work Systems Affiliates

## What We Do

Work Systems Affiliates (WSA) partners with organizations to create breakthrough levels of performance. We help companies strengthen the alignment between their strategic vision and their customers' needs.

Every company has a vision about what business they are in, what their purpose is, what needs they are trying to satisfy. This *vision* shapes the way the organization does business: the structure of the organization, the business processes, the people who make up the organization and the competencies those people need to get the job done.

When an organization's structure, processes, people and competencies are aligned to effectively deliver what its customers want, that organization enjoys phenomenal success. The more an organization falls out of alignment, the less effective and profitable it becomes.

WSA helps organizations find that perfect alignment. We also make sure that individuals have the skills to make adjustments as a company develops or the environment in which it operates changes.

## How We Do It

First, Work Systems Affiliates helps organizations explore the critical questions that ensure they are addressing the root issues facing their organization — not just the symptoms:

- What is our strategic vision and who are our customers?
  - *Companies need to be very clear about what they do and who they do it for.*
- If our organization were fully aligned to its vision and customers,
  - *What would it look like?*
  - *How would it be structured?*
  - *What processes would it have?*
  - *What people would it have and how would they work?*
  - *What tools and competencies would these people need to do their work?*
- Where are the gaps between the ideal organization and the organization we have today?
- How do we prioritize the areas that need to be changed?
- How do we create and sustain those changes?
- How do we structure ourselves to maximize profitability?
- How do we develop the leadership we need to succeed long-term?

Once these questions are answered, WSA consultants draw on decades of real world experience to design and implement initiatives that address the gaps between the existing organization and the ideal organization.

# Partnering with Our Clients for Success

## Why Our Clients Succeed

We know the only meaningful measure of our success is whether you achieve your desired business goals. Therefore, we are very proud that **we consistently exceeded our clients' expectations and that 90% of our business comes from repeat clients and referrals.**

We believe there are several factors that contribute to our ability to help clients achieve extraordinary success:

### *Experienced Staff*

WSA employs only Principal Consultants with at least 15-20 years experience solving complex organizational issues. Some firms use junior level staff to deliver pieces of a project. We don't.

That means you are always working with someone who has walked in your shoes, struggled with your issues, understands your pain and has the organizational development experience to deliver solutions that work.

### *Working in Partnership*

"Partnering with Clients," everyone claims to do it but given the nature of our work, we live or die by it.

We cannot hope to help you achieve unprecedented performance unless we can establish a relationship of trust, common goals and joint accountability for your success.

We need to see the world through your eyes and at the same time bring a balanced, outside, non-partisan perspective.

### *Focus on Client Competence and Independence*

WSA was asked to help a grass-roots continuous improvement team identify areas of potential improvement within their organization.

Instead of proposing how we would help the team scour the entire organization for areas of improvement, we recommended they focus on one process first.

We structured the work in such a way that the team members acquired the skills necessary to continue the process evaluations with little or no help from us.

### *Customized — Pragmatic Solutions*

Our seasoned staff have a wealth of validated tools, models, approaches and real-world experience to bring to the table. But, it is WSA's spirit of innovation and pragmatism that guarantees we co-create the best solutions with our clients.

We won't bore you with the theoretical. We will delight you with the practical.

*"We were tired of paying big money for the big names that delivered piles of data confirming what we already knew and then left us without a clear way forward.*

*WSA gave us an actionable plan that got us where we wanted to go.*

*They caught the attention of our leadership but could speak to the lower levels of the organization on their terms as well. They had a unique ability to connect up and down our hierarchy."*

**Marty P.**  
Executive to Commander  
US Air Force

*"WSA's approach reduced the cost of work, increased the skill levels of my staff and successfully identified areas of improvement.*

*I got much more than I bargained for and spent considerably less than I had budgeted."*

**Jim D.**  
Vice President/  
General Manager  
Raytheon

## Our Consulting *Solutions*

The type of challenges a company faces depends more on the particular phase of its development, the current economic environment and the life cycle phase of the industry in which it competes, than on the specific service or product it supplies.

Companies that are growing rapidly face many common dilemmas whether they are making computer components or ice cream. Organizations competing in mature markets grapple with a different set of challenges. The following are some areas our consulting solutions have been most successful in helping organizations respond to their unique challenges.

### Challenges of Rapid Growth

- Evolve processes
- Communicate the vision
- Build common culture
- Get good people and keep them
- Build leadership capacity

### Thriving in an Economic Downturn

- Conduct a “*Business Viability Analysis*”
- Evaluate financial strength and controls
- Improve financial liquidity
- Create a platform for renewed growth
- Re-energize the leadership team

### Competing in Mature Markets

- Increase people productivity
- Maintain market share
- Create differentiation
- Re-engineer processes

### Leveraging Mergers & Acquisitions

- Ensure “*fit*” through cultural due-diligence
- Conduct rapid integration and assimilation of resources
- Retain and realign people
- Develop a “*100 Day Plan*”

### Battling Increased Competition

- Create a customer-driven organization
- Leverage product and process differentiation
- Reduce operating costs
- Encourage organizational innovation

### Winning at the Project Game

- Make “*High Performance Teams*” the norm, not the exception
- Understand the project execution process
- Partner to create superior project performance
- Achieve cost, schedule and quality excellence

## Our Consulting Services

Whether in a prior role as a corporate executive or as part of the WSA team, our Principal consultants have successfully managed a vast number of organizational issues across a broad range of industries. While that breadth of experience is a valuable asset to our clients, we do not try to be all things to all people. The majority of our work focuses on the following areas.

### Organizational Change

- Nearly every company we partner with is managing some form of organizational change. Sometimes the initiative involves dramatic change, a fundamental shift in the way an organization does business. In other cases the change is evolutionary rather than revolutionary and the process is more subtle and, ironically, often more difficult to manage. Our extensive world-wide, cross-industry experience in organizational change has helped our clients achieve phenomenal success with their change initiatives.

### Strategy Planning & Implementation

- The day-to-day tactical management of a business often relegates strategic planning to a once-a-year event. We help companies develop a systemic approach to strategic planning and implementation that creates a strategic *organization* not just a strategic plan.

### Leadership Development, Executive Assessment, & Coaching

- The success of your organization lies in the hands of your executives. We work with senior management to increase their effectiveness and productivity in today's environment and ensure they are prepared for whatever tomorrow brings.

### Process & Productivity Improvement

- Process & Productivity Improvement may not be one of today's sexy management buzz phrases but done well it can provide a powerful boost to the bottom line. Work Systems Affiliates takes a systemic approach to improving processes and productivity and helps create effective long-term solutions.

### Live Project Consulting

- WSA helps identify, win, execute and close out projects on time and on budget. We work with the team while the project is going on. We don't pull people off the job and into a classroom to talk theory. Our track record for saving time and money and delivering superior results has proved invaluable to our diverse group of clients.

### Talent Management

- Understanding what you have for talent, what you will need for talent, and how to close the gap between the two is at the heart of Talent Management. We help clients coordinate a number of disciplines - recruitment, development, deployment, succession planning and retention – so that they are aligned with the business objectives of the organization.

### Team Development & Facilitation

- Teams are the way organizations get things done. However in many organizations they operate well below their potential in productivity and effectiveness. We help teams harness the power and derive the benefits of a high performing team.

### WSA'S Organizational Snapshot®

- The *Organizational Snapshot* is a one-day organizational assessment which delivers a concise picture of the strengths and key systemic constraints of your company. It is an ideal way to either validate what you suspect is holding your organization back or unearth obstacles that are difficult to identify without an outside perspective.

## Our Principal Consultants

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### Paul R. Plotczyk

President, Principal Consultant  
781-343-4005  
paulp@wsa-intl.com

Paul has a strong background as investor, operator and consultant in a variety of industries, from start-ups to mature businesses. He has a reputation as a straightforward individual with strong analytical and people skills, mixed with a common sense, pragmatic business approach.

While he tends to work at the executive levels within companies, he has been equally effective throughout all levels of an organization.

Paul is also known for his work as co-founder of the Strategic Consulting Group of Linkage, a world-wide training and consulting firm. He is a subject matter expert and author in the area of organizational change.

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### Dr. Paul F. Stimson, Ph.D.

Managing Partner  
781-343-4014  
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Dr. Stimson has over twenty-five years experience working with companies world-wide to create lasting organizational change that significantly improves the organizational bottom line.

He uses practical, results-driven techniques to develop a broad range of initiatives designed to meet each organization's unique and diverse leadership, organizational and HR needs.

Paul is particularly effective in multinational/multicultural environments. He has provided executive-level coaching, facilitation, team building and leadership development in English and non-English speaking countries.

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### Dr. William A. (Bill) Hassey, Ed.D.

Director, Coaching Services  
781-343-4002  
billh@wsa-intl.com

For over 30 years Bill Hassey has been committed to helping organizations facilitate change.

His ability to work up and down the corporate hierarchy, extensive organizational development and real world experience, coupled with a history of achieving results through working with others, explains Bill's success with our clients.

A particular area of expertise is providing Executive Coaching and assisting with Crisis Response in companies. His personal and professional style has made him a valued asset to many of today's industry leaders.

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### Richard M. Jones, P.Eng.

Principal Consultant  
781-343-4016  
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Richard has nearly 20 years experience delivering transformational management and strategic planning solutions to companies in Europe, Asia and the Americas.

His broad range of real-world experience and his ability to understand and leverage multi-national and multi-cultural issues had made him an invaluable asset to our clients around the world.

Prior to joining WSA, Richard was a Principal Consultant with Coopers & Lybrand Consulting.

*Complete biographies are  
Available upon request.*

# Our Training & Development Programs

Designed using the principals of experiential or *action learning* (proven to be the best learning method for adults,) Work Systems Affiliates' training & development programs deliver a practical, interactive workshop experience which promotes lasting learning. Participants leave the workshops with the confidence they need to apply the learning in their work environment and increase their job effectiveness.

## Thinking Systemically — Acting Strategically

- Systems Thinking gives your team the ability to understand, model and resolve complex business issues. Participants develop the “mental elasticity” needed to anticipate the intended and unintended consequences of today’s decisions. And understand how those decisions will lead to tomorrow’s business successes or failures.

## Leadership Development Experience— *Action Learning*

- Your key employees gain an arsenal of critical skills. They discover how to develop themselves, coach others, improve work processes and drive organizational change. Work Systems Affiliates offers an extensive program comprised of several modules designed to enhance the skills and competencies of your company’s current leaders and to identify and develop your leaders of the future.

## Internal Consulting for Results Workshop

- Need to develop your internal consulting capabilities? This workshop will: sharpen the skills of your existing consulting staff, help develop the native talent of employees that need to perform a consultative role for the first time, or provide the framework and tools to move them from a transactional to a consultative role. Content and structure are driven by the specific consulting scenarios which exist within *your* organization.

## Project Management Workshop—Delivering Project Success

- Participants learn about the people aspects of project management and to manage projects as an interactive process comprised of interrelated components not just a check list of tasks. The result — projects that stay on track, on budget and exceed expectations.

This workshop is not about software. It provides what you need to know about project management before you turn on your computer. It is a powerful compliment to PMI training initiatives.

## Coaching & Mentoring Workshop

- A “real-work” development solution for individuals or small groups that need to improve their coaching and mentoring skills to ensure enhanced performance and results.

## Ethics in Leadership

- This workshop provides the opportunity to work through a variety of ethical dilemmas and arrive at decisions that will preserve your personal integrity as well as that of the organization.

# Our Clients

## Unique Clients — Common Challenges

Work Systems Affiliates' consultants have helped hundreds of companies, from a wide variety of industries, achieve their goals. A quick glance at our partial client list bears this out. While the list is varied these companies all shared some common themes:

- They were dissatisfied with some aspect of the way they were doing business.
- They believed that a step change in some area of performance could be achieved and knew that playing with the balance sheet or tweaking some process would not be enough.
- They understood that people were their most valuable resource and were looking for ways to create an environment which would access and encourage the untapped potential of their enterprise.
- Whether they were at the top of their game or struggling to survive, they all wanted to create, maintain and perpetuate a sustainable competitive advantage.

## Representative Companies

- |   |                                    |  |
|---|------------------------------------|--|
| • AECOM Technology Group  | • Earth Tech                       | • Newsday  |
| • Ameritech   | • EMC                              | • Raytheon Aircraft  |
| • Amgen   | • Enterprise Knowledge Development | • Raytheon Engineers & Constructors                                    |
| • Brigham & Women's Hospital  | • (EKD) Spain                      | • Regal Ware Worldwide   |
| • Black Entertainment Television                                    | • GE Capital                       | • SAP America  |
| • Bridgeport Hospital   | • General Dynamics                 | • Sony Electronics   |
| • CH2M HILL   | • Hadco                            | • Solvay Pharmaceutical  |
| • Chevron USA Products  | • Harley Davidson                  | • Spectra Energy   |
| • Cisco Systems   | • Invensys                         | • US Air Force, Office of Special Investigations (OSI)                 |
| • Citizens Bank   | • Kaiser-Hill, LLC (Rocky Flats)   | • US Army Evaluation Command   |
| • Commonwealth Energy   | • KBR                              | • US Army War College  |
| • Concerto Software   | • Mass Mutual                      | • US Department of Defense, Counter Intelligence Field Activity (CIFA) |
| • Covenant HealthCare Systems                                       | • Massachusetts Medical Society    | • US Department of Education   |
| • Crate & Barrel  | • Metropolitan Transit Authority   | • US Internal Revenue Service (IRS)                                    |
| • Department of Defense, Counter Intelligence Field Activity (CIFA) | • Microsoft/Great Plains           | • US Navy  |
| • DMJM Harris   | • Milsco Manufacturing             |  |
|   | • Motorola                         |  |

## Work Systems Affiliates' Guarantee

We are so committed to our clients' success and believe so strongly in our ability to help them achieve that success, that we make an unconditional offer to all of our clients. If, at any time during our working relationship you feel that Work Systems Affiliates is not adding significant value to your firm, then you have the right to terminate our services and there will be no charge for services rendered. The only cost to you will be the out-of-pocket expenses associated with the delivery of the services up until that point.



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