

## ***Strategy Development***

### ***Your Source for Objective, Strategic Guidance***

MRC's Professional Business Advisors have the real-world experience to lead clients through the strategy development process. And with an array of products to support those efforts, manufacturers in every sector have access to our affordable, coordinated planning services.

- From *Strategic-* and *Business Planning* to *Strategy Implementation* and *Culture Transformation*, MRC offers end-to-end solutions.
- Our *Leadership Development* and *Succession Planning* help clients preserve the continuity of their management philosophy—even during the transition from one generation to the next.

### ***Strategic Planning/ Business Planning***

These key steps in the strategy development process flow easily from the Market Analysis phase. With a thorough understanding of clients' strengths and weaknesses relative to the marketplace, MRC is at the ready to assist with implementation of your strategic- and business planning.

### ***Strategy Implementation***

Businesses spend more than \$10 billion each year on strategic analysis, yet studies show that only 10-50% of these plans are ever implemented<sup>1</sup>. MRC's Professional Business Advisors and third-party providers have the expertise to put plans into action, so that the time and money invested in developing a strategic plan are resources well spent.

### ***Leadership Development/Succession Planning***

The transition from one generation to the next is a precarious time in the life of an organization. MRC enables clients to train individuals and teams to assume new levels of responsibility, and to manage the change while maintaining daily operations.

### ***Culture Transformation***

Change from within requires a guiding hand, objectivity and empathy. MRC has proven abilities to assist organizations with this transformation.

“Through the Management Leadership Institute, MRC has helped with various ***Strategy Development*** efforts, including improved alignment both within our management team and between management and our hourly workforce. That alignment contributed to measurable sales increases: 23% from 2005 to 2006, and an additional 10% between 2006 and 2007.”

- *Louis DiRenzo, President and General Manager, Puritan Products, Inc.*

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<sup>1</sup> “Strategic Management”, Third Edition, Alex Miller, 1998