



THE
CORPORATE L.I.F.E.
CENTRE INTERNATIONAL INC.

BUILDING HIGH PERFORMANCE ORGANIZATIONS



Is your Organization Performing at the Optimum Level?

Are you Fully Utilizing your Organization's Assets?

Are the Key Elements of your Organization (Strategy, Design & Culture) Aligned?

How Successful are You in the Execution of Strategy in Your Organization?

Are You Satisfied with the Performance of Your Teams?



Integrated Performance Management™

CLCI is committed to making your organizational LIFE™ better!

CLCI is a market leader in **Performance Measurement and Management Systems** by offering a holistic and integrated process to ensure strategic goals are achieved.

Our Integrated Performance Management™ (IPM) methodology is based on the premise that organizations can successfully reach their full potential by transforming into **High Performance Organizations™** (HPO). Over the years CLCI has worked with many organizations to successfully provide the full spectrum of consulting services under our IPM™ methodology.



An integrated, continuous cycle rather than a one-time event

An HPO organization must align goals and objectives with organizational competencies in three core areas: **Strategy - Design - Culture** using an integrated process built upon a methodology defined as:

Assess ➔ Plan ➔ Teach ➔ Coach ➔ Evaluate ➔ Reward™

We are confident that as you learn and apply the principles of High Performance, you too will begin to develop that sense of shared commitment and vision, when you set clear goals and rules for working together, and when you begin to accomplish great things on your journey to High Performance.



Making Your Life™ Better

We do this by focusing on developing three key disciplines:

- 1. Strategic Direction**
- 2. Performance Measurement and Management Systems**
- 3. Talent Management**

We work with the senior leadership team to clarify and validate the strategic direction. This ensures that the proper performance measurement and management systems are in place to guide the execution of strategies and that the right talent is in place to execute successfully.

It is critically important that a proper assessment is performed in all three areas at the outset. To do this, CLCI has sourced and partnered with leading global firms to conduct the assessments.

Creation of High Performance Organization (HPO) is a continuum; it has three phases that must be achieved to compete successfully in a global market. These phases are graphically outlined below:

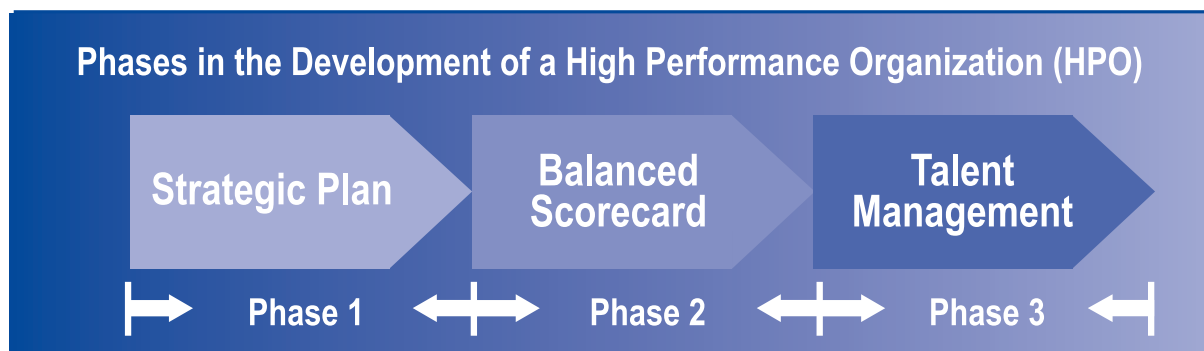
PHASE ONE of the process is Strategic Planning; a winning strategy needs to be distinctive. Most companies have very sophisticated operational planning processes and systems, but they do not have a formal process for strategic planning and “thinking”. Many consulting firms have sophisticated models for strategic planning but they do not have a process to encourage and develop the strategic thinking of management.

CLCI's differentiation is the methodology, process, tools and facilitation techniques it uses. This helps develop an in-depth understanding of the key concepts and processes of strategic thinking, enabling management to own the strategic planning process, so that they and not the consultants develop the strategic plan and ultimately “change the rules of the game”.

PHASE TWO of the process uses the Balanced Scorecard and Strategy Maps as the backbone of the entire planning process. CLCI facilitates the transformation of strategies into operational terms using a proven and well designed process from the construction of, and reporting on, Balanced Scorecards and Strategy Maps.

A Balanced Scorecard provides the vital link between strategy, strategic objectives, major initiatives, compensation schemes and the budget, that results in continuous business growth, significant improvement in operations and increased customer satisfaction.

PHASE THREE of the process is Talent Management; having the right talent, in the right place at the right time is one of the key challenges and requirements for success in this fast-paced global economy in which we operate. CLCI brings Competency-based Management to support in achieving the strategic business goals. In particular, Competency-based Management has been linked to increased employee satisfaction and engagement, reduced turnover, improved productivity and bottom-line results.



What You Can't Measure, You Can't Manage!

The Corporate L.I.F.E. Centre International Inc. has been highly successful in helping organizations not only in creating the strategic plan as defined by senior leaders but also in translating those strategies into operational terms for

execution by management and operational staff.

CLCI would like to share with you our recent success story with a fast growing international petrochemical company which is aspiring to grow fourfold in the next 5 years.

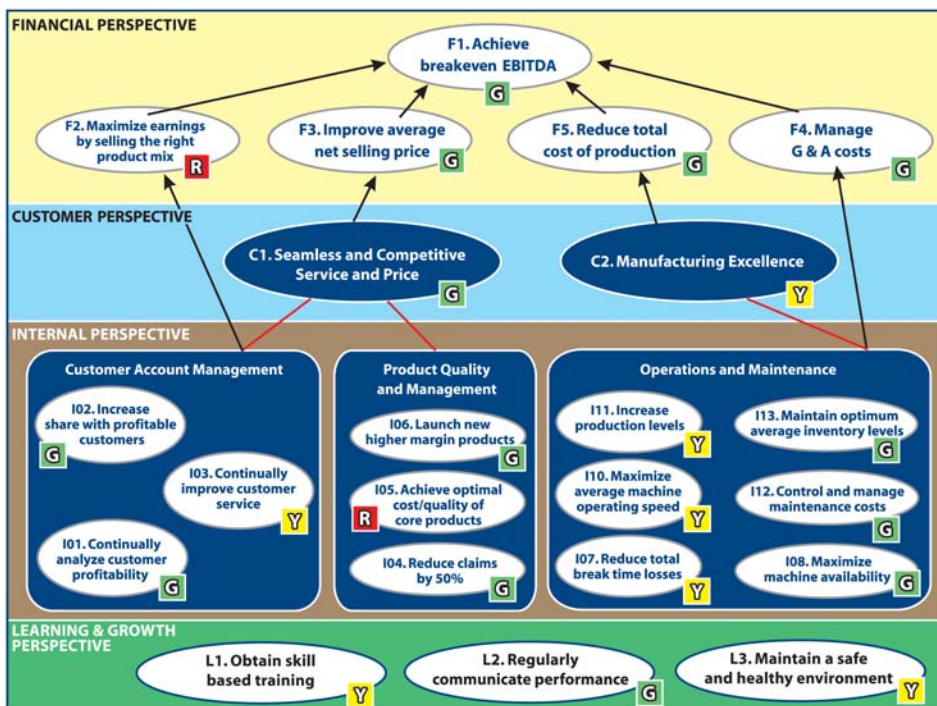
Our journey in this exciting endeavour started with helping the senior leaders of this organization define the strategic framework which included the mission, vision, values, critical success factors, corporate goals and strategic themes.

Strategic framework provided the direction for senior leadership and management to develop high performance strategic objectives along with measures under four Balanced Scorecard perspectives, i.e. Finance, Customer, Internal Processes and Learning and Growth.

These strategic objectives were further expanded by operational staff into initiatives that represented small steps the company would take to achieve its strategic objectives.

The key to our success is our well-defined process used during the journey. The Balanced Scorecard and Strategy Map are the backbone of the entire planning process. CLCI facilitated the transformation of strategies into operational terms using a proven and well designed step-by-step process that allowed the construction of, and reporting on, Balanced Scorecards and Strategy Maps.

In the last few months we have successfully used this process to help many Canadian and international organizations implement Balanced Scorecards.



To develop a High Performance Organization, it is imperative to focus on development and execution of a strategic plan.

In the past, attention and efforts were overly focused on the short term financial measures and insufficiently on intangible assets that provide long-term financial success.

Organizations should retain financial measures to summarize the results of actions previously taken. However, they should also balance these outcome measures with non-financial measures in three additional perspectives - Customer, Internal Process and Learning and Growth - that represent the drivers that are the lead indicators of future financial performance.

Conventionally, strategies are developed by the senior leaders of an organization. However, engagement and alignment of the entire management and operational staff is vital for successful execution.



Organizational Assessments

Organizational assessment is defined as the systematic assessment of key organization elements to determine their effectiveness and how they align together as a whole to achieve desired goals and objectives.

The Corporate L.I.F.E. Centre International Inc. identifies and teaches the skill sets and competencies needed to support the application of best management practices to improve organizational health and to become a High Performance Organization.

Our corporate organizational assessment programs are designed to answer the following questions:

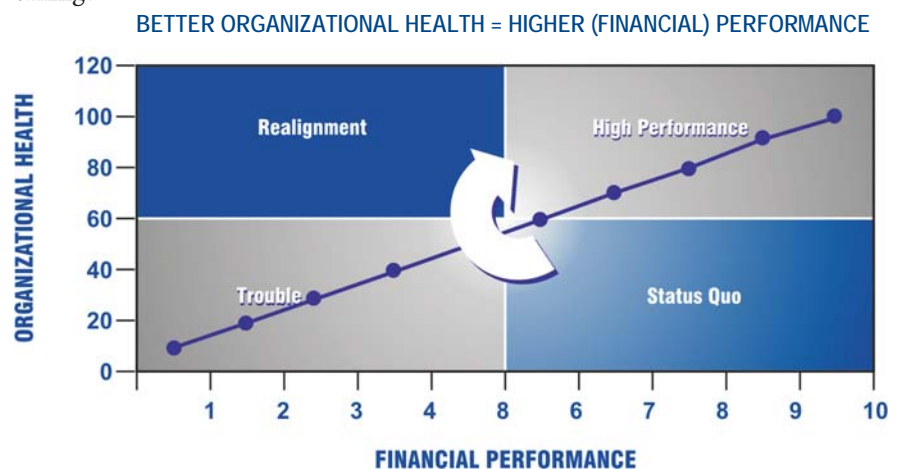
1. How clear is the direction of the company?
2. How well are the company's present strategies working?
3. What strategic issues need to be addressed?
4. Do customers and employees understand the company's value proposition?
5. Is your company relevant to marketplace demands and needs?
6. Does the company have a culture of disciplined execution?
7. Is management executing well?
8. What is the management depth and staff competencies?
9. Do you have the right people in place?
10. Is your performance less than what is expected of you?

The response to these questions helps us and you understand your organizational health. High organizational health creates higher financial performance.

The Corporate L.I.F.E. Centre International Inc. has partnered with leading global firms to offer the following corporate organization assessment programs and services to determine the health of your organization.

- Organization Design and Cultural Survey
- Assessing Your Organization for High Performance
- Profiles International Competency Assessments
- Inscape Behavioural Assessments
- Leadership Practices Inventory
- 360 Degree Third Party Feedback
- Prevue Selection and Hiring Assessments
- Prevue Corporate Coach Profile and Guide

Once you know where you are and how you are doing as an organization deciding what and how to improve becomes much easier.



Leadership

For most companies a successful growth and change plan results in increased complexity of operations; expanded management infrastructure in the form of more formal systems and expanded management complexities; and applied performance measurement and management practices. A firm must develop leadership practices and competencies to effectively manage growth and change.

The Corporate L.I.F.E. Centre International Inc. examines your path to High Performance recognizing the demands for entrepreneurial leadership with more organizational structure and practical professional management from the perspective of your firm's growth curve and stakeholder expectations. Sustainable High Performance leadership practices do not occur quickly. The development process to be effective must follow this path: **Assess** ➔ **Plan** ➔ **Teach** ➔ **Coach** ➔ **Evaluate** ➔ **Reward™**

The Corporate L.I.F.E. Centre International Inc. offers the following programs and services to support the above objectives:

- Dimensions of Leadership (Assessment)
- Developing High Performance Leadership (Seminar)
- Creating Win-Win Relationships (Seminar)
- Self Mastery: A Plan for Personal Success (Personal Development)
- Charting Your Own Course (Career Transitions)
- The Executive Coach (Individual Coaching & Mentoring)
- The Executive Network (CEO Group Forums)
- The Executive Library (Leadership Best Practices)
- The Executive University (E-learning)
- The Executive Journal

Every organization takes on the values and vision of its leadership. To meet every challenge and successfully manage growth and change, each level of leadership in the organization, as shown by the Leadership Pyramid, must be addressed and developed.



principle based leadership

- Manage the Business • Live the Values
- Share the Vision • Make Others Successful



Innovation

The external and internal environments of most organizations are dynamic and at times even turbulent, presenting many challenges but also many opportunities.

Formulating a clear and compelling strategy to manage growth and change is among the most important work leaders can perform. It involves looking inward as well as outward.

The Corporate L.I.F.E. Centre International Inc. works with management to prove existing plans and develop new but relevant and practical strategies for dealing with growth and change using a Balanced Scorecard approach. The basic goal of any strategy is to create a sustainable competitive advantage.

As discovered by the authors of Good to Great, High Performance Organizations maintain constant organizational focus and continually innovate. Four guiding principles are embedded in their culture:

1. What could the company be the best at?
2. What could the company be deeply passionate about?
3. What drives the company's economic engine?
4. What strategy purpose is technology satisfying?

The Corporate L.I.F.E. Centre International Inc. offers the following programs and services to support the above objectives:

- Principles of High Performance
- Assessing Your Organization for High Performance
- Developing a High Performance Strategy
- Strategic Analysis and Planning
- Management Discussion and Analysis
- Facilitation

These programs are designed not only to assess your organization but also to teach your management best practices for attaining and sustaining levels of High Performance. **The Corporate L.I.F.E. Centre International Inc.** helps you take action to convert knowledge into tangible results.



Strategy addresses the interface between the organization and its environment

Function

Management must continually analyze and measure their key performance indicators until they fully realize what drives their financial success.

High Performance Organizations have disciplined people, disciplined thinking and disciplined actions. Management and staff take responsibility for their individual performance and the performance of the whole organization. The company is focused, committed and everyone follows through. But this cannot be accomplished without an excellent Performance Measurement and Management System.

There are three roles of Performance Measurement and Management:

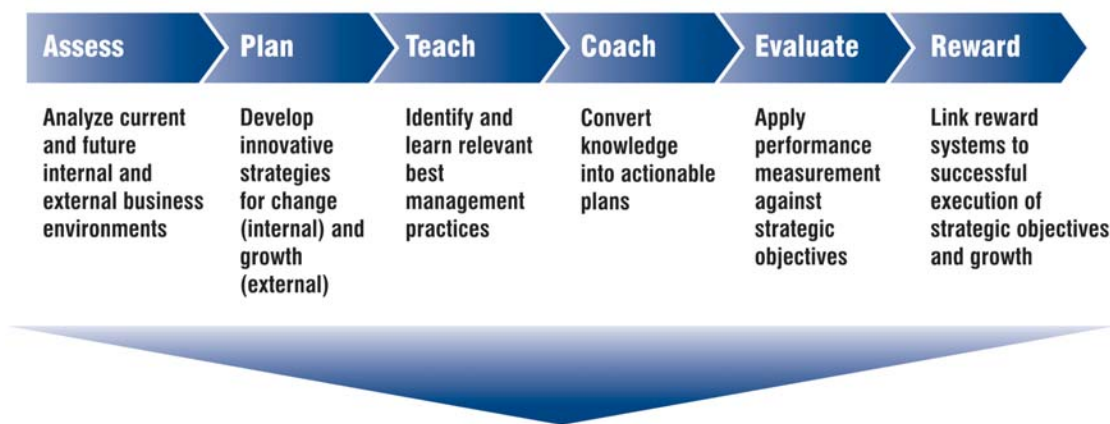
1. To establish a basis for accountability
2. To evaluate individual and team performance for driving the right behaviours based on an organization's core values.
3. To provide a basis for identifying opportunities for organizational improvement.

Every organization needs to measure and manage performance to satisfy the demands of all stakeholders. The Corporate L.I.F.E. Centre International Inc. assists in developing and implementing performance measurement and management systems and solutions, integrating operational objectives with processes, people and strategies.

The Corporate L.I.F.E. Centre International Inc. offers the following programs and services to support the above objectives:

- **Balanced Scorecard (BSC)**
- **Management Accountability Program (MAP)**
- **Executive Reporting and Management System (ERMS)**
- **Time Mastery and Personal Productivity Profile and Development**
- **Coping and Stress Profile and Management**
- **Board Governance**

By focusing on developing a strong Performance Measurement and Management System, an organization will develop a discipline requiring a complete and comprehensive understanding of its business, its people, its processes and its environment leading to a disciplined and successful execution of its strategies.





Execution

To have a vision is necessary.

However, it is not easy to become a High Performance Organization and stay there without focusing on management depth and staff competencies. The Corporate L.I.F.E. Centre International Inc. consults, teaches and communicates relevant human resource solutions making sure the people process is properly executed.

Organizations must implement and consistently apply seven key High Performance Organization human resource strategies:

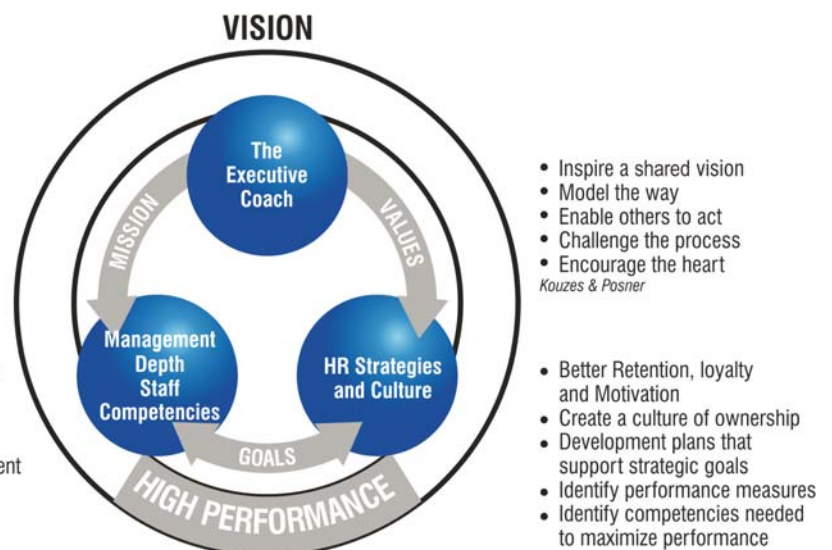
1. Employee Recruitment and Selection
2. Performance Appraisal
3. Executive Coaching and Mentoring
4. Workforce Segmentation and Planning
5. Motivating and Retaining Employees
6. Team Building
7. Training and Development

The Corporate L.I.F.E. Centre International Inc. offers the following programs and services to support the above objectives:

- Developing and Implementing HPO HR Strategies
- Management Development Process
- Principles of High Performance Teams
- Custom Designed Seminars and Workshops
- Human Resource Policies and Procedures
- Career Counseling
- Competency-based Team Management

The work of an organization is accomplished by people. It is people who interface with the customer, make the product, deliver the service, plan and co-ordinate how work gets done, improve processes and systems, ensure quality and return a profit or surplus. Technology has provided us with better tools but it is still people who do the work of an organization and are ultimately responsible for its success. Our focus is on creating a disciplined executive culture in your organization.

Our programs and services are designed to enhance your management depth, develop your employee's performance and achieve your growth and change objectives.

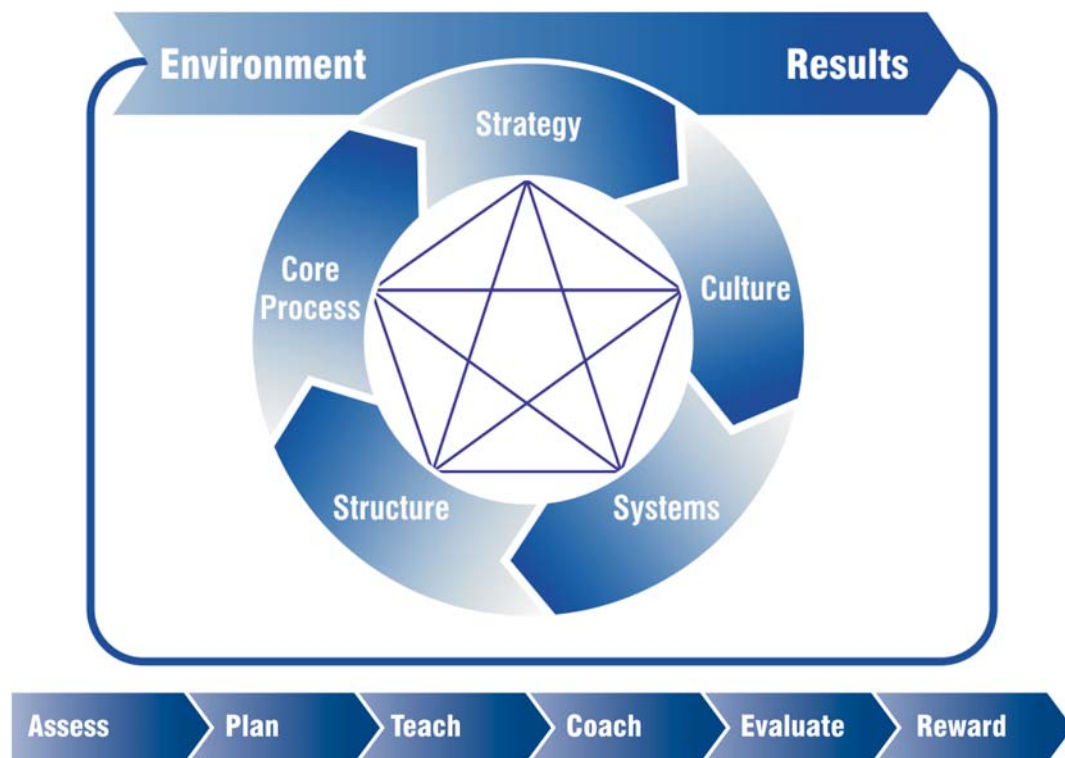


**No Organization will Rise Above the Depth
of its Management and Staff,
No matter How Great The Vision!**

CLCI Offerings

- Assessing the Organization for High Performance
- Developing a High Performance Strategy
- Performance Measurement and Management Systems using Balanced Scorecard and Strategy Maps
- Human Capital Assessment, Feedback and Development
- Competency-based Management Systems
- Developing High Performance Teams
- Succession Planning
- Executive Coaching
- The Executive Network

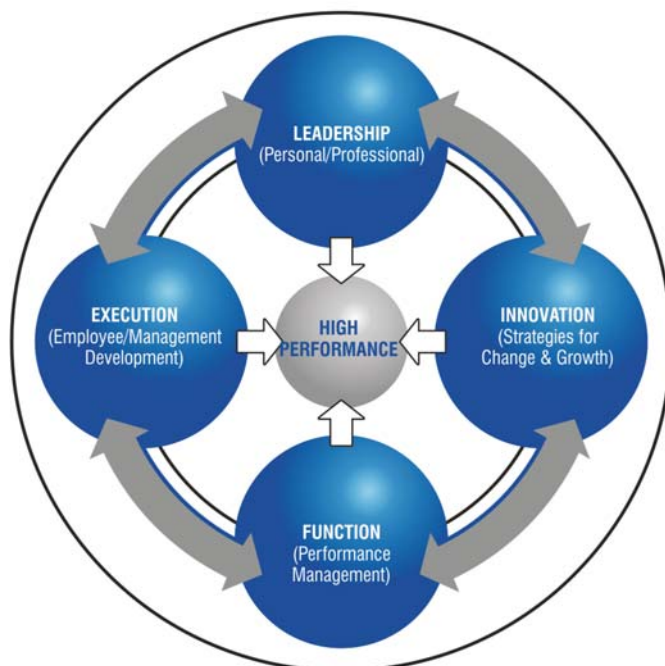
PATH TO HIGH PERFORMANCE



The Corporate L.I.F.E. Centre International Inc. (CLCI)

Where Your *Transformation* to a High Performance Organization **BEGINS!**

CORPORATE L.I.F.E.



CORPORATE L.I.F.E. IS INTERDEPENDENT

Invest in Your People • Invest in Your Organization

Invest in Your Future



THE
CORPORATE L.I.F.E.
CENTRE INTERNATIONAL INC.

129 Lakeshore Road East, Suite 201B, Mississauga, ON L5G 1E5
Tel: 905-271-9939 Fax: 905-271-9699 E-mail: info@theclci.com