



# JHelm Associates, LLC

Business Results Consulting for Executive Management

## Engagement Guidelines

### What John Helm Does

John Helm is an advisor to executive management of small to mid-cap, for-profit entities that desire measurable increases in profitability, productivity or stakeholder value. John accomplishes this as a non-voting member of the executive management team through facilitation, problem solving, and advising. Direct involvement and accountability of the executive team leads to integrated improvements that create lasting value.

### Approach

John believes the best solutions to attain clearly specified goals can be surfaced from within the client's organization. Through advising, assessment, facilitation, and objective and constructive feedback, goals are made measurable and plans to align the organization for achievement are developed. Once done, progress and outcomes are monitored using performance management. As priorities and market conditions evolve, periodic verification assures that the current goals and objectives will achieve outcomes that are still appropriate.

### Ideal Client

The owner or C-level executive of a Small to Mid-Cap for-profit company having revenues of \$5 to \$500 million, 10 to 1000 employees, and an senior executive team of three to 15 managers; located within a 90 minute drive of Redmond, WA. This client is dedicated to the success of the organization, suspects changes are needed, but may not be sure exactly what they should be; or, desires the support and objective feedback on progress against truly understood goals. Referrals from existing clients are ideal.

### Why John Helm?

John has a consistent track record across an exceptional range of organizations. His career spans industry, Wall Street, non-profits, and academia in organizations from 3 to 100,000 employees. He is an experienced entrepreneur founding the first of three start-ups in 1979. Across these diverse venues John observes that the same business principles apply. Understanding patterns in management issues gives him a truly unique perspective and approach, which is effective wherever groups of people assemble to achieve goals. However, understanding patterns is not enough. Since every context is different, to assure results John limits his advisory practice to 6 clients.