



**H2 STRATEGIES**

MAKING THE BEST EVEN BETTER

# Capabilities



**At our level,  
there is no  
next level...**

**At H2 Strategies,  
Your Objective is our Mission...Your  
Future is our Purpose... The H2  
Strategies Consulting Group is  
committed to making your  
best even better.**

With H2 Strategies, you partner with experts who have successfully led, operated, and directed both complex projects and companies. We aren't "theorists," we are passionate and adaptive thought leaders who possess the skills to help you navigate today's disruptive environment and the experience to help accelerate your success.

### **The H2 Strategies Consulting Group**

H2 Strategies consists of seven distinct practices working together to help you adapt to change, capitalize on opportunities, and achieve personal and professional success.

In today's disruptive environment, only those who adapt will thrive.

**MAKING THE BEST EVEN BETTER**



# Visioneering & Strategy

We create an experience and facilitate the processes that enable you to validate, animate, or create a vision that both inspires and sets a course for your future relevance. We also partner with you to develop strategies that will help you achieve your vision and maintain the resulting momentum well into the future.

Visioneering & Destination Planning

Strategic Planning

Corporate Development

Legal Services Strategy & Management

Portfolio Management

Business Unit Strategy

Business Development

Sponsor Development

# Leadership Development

We provide proactive leadership development for persons, teams, departments, and the organization. Through a variety of mediums, and an adult learning methodology, leaders will develop or refine the competencies that will most enable you and your organization to thrive.

- Personal Leadership & Self-Awareness
- Values Identification, Definition, and Actualization
- Performance Effectiveness & Contribution
- Role Clarification and Key Responsibility Area's
- SMART Goal Setting for Results
- Cohesive Team Development
- Facilitating Team Norms and Conversations
- Organizational Vision and Leadership
- Priorities and Strategic Planning
- Corporate Culture and Healthy Organizations
- Overcoming Difficult Working Relationships
- Coaching for Performance & Possibility

# Operations

We complement and compensate for your sustainable process improvement needs and optimize your entire infrastructure for both safety and success. Our experts make sure your operations are relevant and aligned with your mission. Compliance, safety, risk, security, even employee satisfaction can improve measurably.

- Governance
- Risk Avoidance
- Enterprise Risk Management
- Cyber Security
- Supply Chain Risk Management
- Physical & Operational Security
- Business Continuity
- Disaster Recovery
- Augmentation
- Product Development
- Project Management

# Human Capital

We make sure you have an actionable Human Capital strategy that is properly aligned with your corporate vision and a worker experience that drives purpose and engagement throughout the enterprise. Our expertise will help you unlock the true potential of your people – at every level of your organization.

HCM/Talent Management Visioning/Strategy & Execution

Worker Experience, Engagement Strategy & Customer Experience

Technology Evaluation/Selection Effectiveness

Technology Pre-deployment Planning & Delivery

Governance Modeling Effectiveness

HCM and Talent Management Technology Health Check

Reporting and Data Conversion Strategy

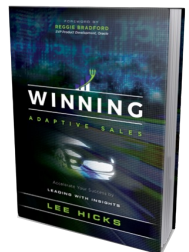
Service Delivery Strategy

Project Management

# Demand Creation & Market Share Growth

We provide complete digital marketing and advertising solutions. From research and competitive analysis to the development of a comprehensive brand strategy to world-class creative services, we make sure you're reaching the right audience, with the right message, through the right media.

- Brand Strategy
- Competitive Analysis
- Direct Marketing & Advertising
- Social Marketing & Advertising
- Digital Marketing & Advertising
- Public Relations
- Website Development
- Video & Motion Graphics
- Digital & Traditional Creative Services
- Media Planning
- Corporate Identity
- Meeting & Event Planning





# Demand Generation & Revenue Growth

We provide world-class sales leadership development, sales experience, and training “know how” to make sure you have the business acumen, the strategic literacy and the insights to deliver value, engage customers in a digital but consultative way, and define solutions to address your customers’ critical business objectives.

Sales Leadership | Sales Messaging | Sales Process | Sales Enablement | Sales Training | Sales Coaching

Social Selling Platform

Social Learning Management System

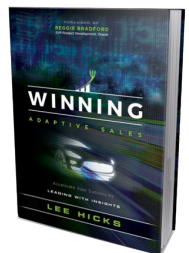
Sales & Channel Management

CPQ – Configure | Price | Quote

Customer Lifecycle Management

Pre-merger Sales, Synergy & Revenue Cycle Due Diligence

Post-merger Synergy Execution & Sales Process / Systems Integration



# Media Works

Media works for or against you. Adaptive Media Solutions was created to empower executives to craft and communicate a story in an authentic yet authoritative manner through the most influential marketing and media channels available.

Media Coaching

Media Creation

Video News and Press Releases

Media Crisis Management

Voice Over

Being in the spotlight isn't easy. Few are ready for it. Fewer still understand the vast implications that result from each and every media interaction. One soundbite can diminish your brand, damage your reputation, and destroy market share. In our increasingly complex media world, the stakes are higher than ever.

Adaptive Media Solutions can prepare you for all media interactions through coaching, managing social media, creating crisis management plans and much more.

# Working with H2 Strategies involves true collaboration

## From moment one:



We **listen** with respect for your professional, departmental, and organizational purpose and needs.



We **assess** honoring the best of who you are, and with an ear to identifying opportunities that overcome obstacles and the competition.



We **counsel** with you, partnering with your leadership to create a plan of action that is both motivating and manageable.



We **deliver** high quality solutions that resonate with your company values, brand, and objectives.

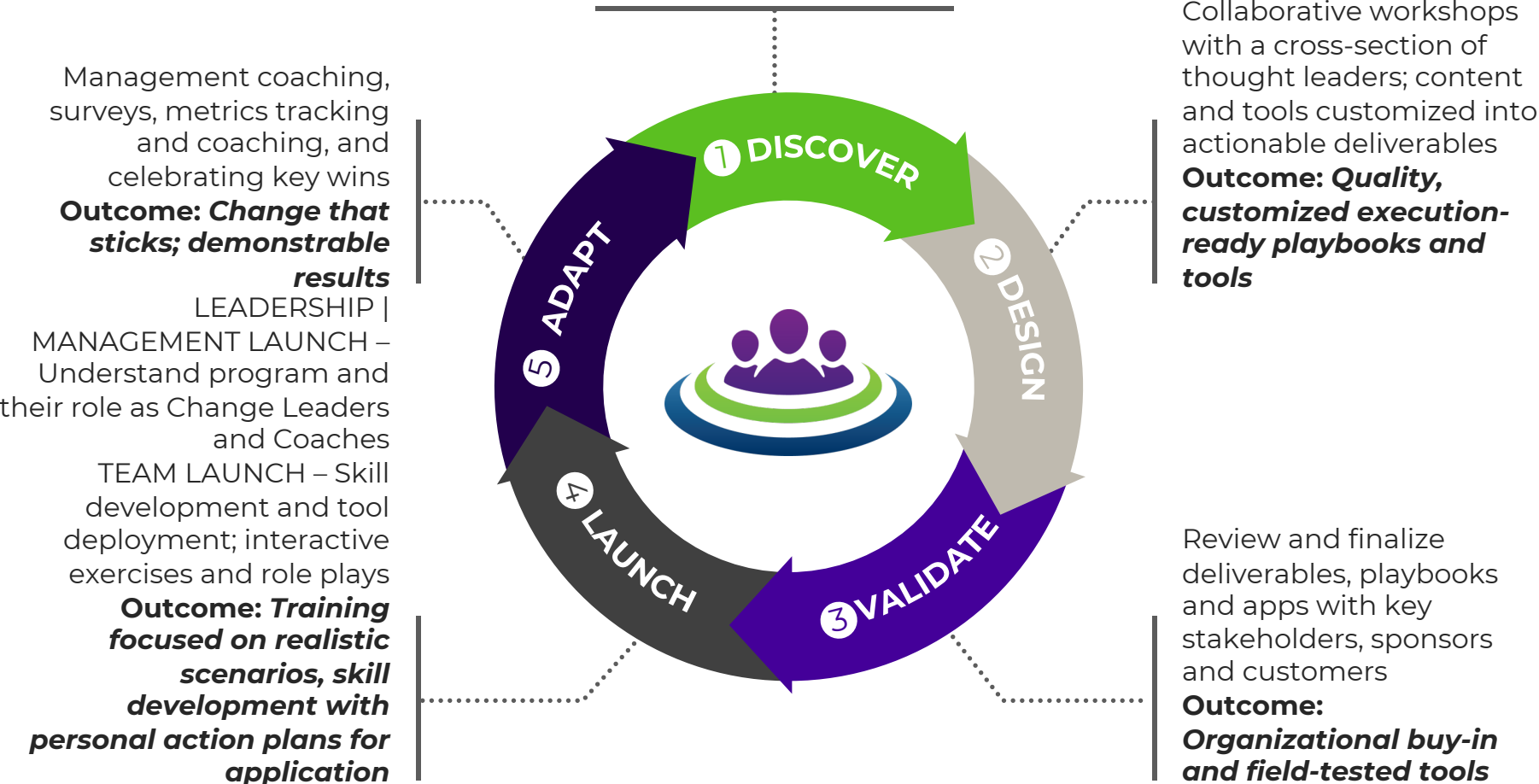


We **advocate** strategies that create sustainability and energy for effective implementation with and without us.

# H2 Strategies Approach

Interviews with team members, key stakeholders and ‘thought leaders’;  
documentation review of materials, processes, tools, presentations, collateral, etc.

**Outcome: Report of Findings and design hypothesis**



# Why H2 Strategies?

## Methodology

Proven, systematic process for helping executives develop and convert strategies into effective executable and targeted results



Each client benefits from H2 Strategies collective knowledge and cross-industry insights gained from a broad set of client experiences and diverse engagements

## Thought Leadership

## Collaboration

Client-specific deliverables are developed to achieve the desired outcomes by working closely with client executives and key thought leaders



All client projects are approached from a change management perspective; focus areas include behavior change, communicating early wins, progress tracking, and consistent reinforcement and coaching

## Change Enablement

