

# THINK AHEAD INC.

*INSANITY: DOING THE SAME THING OVER AND OVER AGAIN AND EXPECTING DIFFERENT RESULTS*

*-Albert Einstein-*

## WHAT YOU NEED TO KNOW ABOUT THINK AHEAD, INC.

### Who Are Our Potential Customers?

Any construction or allied services entity that wants to increase revenue, increase profits, and increase the business value. Over 80% of all new businesses fail within the first five years. One of the reasons for these dismal statistics is the failure for companies to make the transition from start-up activities to sustained growth. *Think Ahead* consultants developed expertise by advising its existing construction services clients through these types of transitions.

Maintaining a small customer base allows *Think Ahead* to provide exceptional and highly personalized customer service.

### Why Consider Think Ahead Consulting?

*Think Ahead* believes in talking to business owners in terms which relate to their business. To this end, *Think Ahead* has developed the “Pyramid of Growth”. The Pyramid of Growth is identified by Three Stages:

1. The Owner-Worker Stage is typified by 80 hour work weeks; the Owner-Worker does it all himself with little dynamic growth – you just bought a job and hired yourself. Why not simply go work for someone else?
2. The Owner-Manager Stage is typified by growth and hiring to do the work, although the Owner-Manager still does some of the work. The Owner-Manager begins to realize he spends too much time in the business, not working on the business.
3. The Owner-Entrepreneur Stage is typified by learning to visualize and create an Ideal Calendar. You become the Owner-Entrepreneur and the business begins to operate by itself; it begins to increase dramatically in value.

*Notice that the pyramid also represents time the Owner must commit to the business. As the Owner graduates from Owner-Worker to Owner-Entrepreneur, the narrowing pyramid is analogous to the decrease in time the Owner will need to spend in the business.*

### What Are the Services to Be Delivered?

*Think Ahead* will provide customized consulting services to its clients. Each new client can take advantage of two free telephone calls. These calls will explore where the client resides within the Pyramid of Growth. We then follow up with the potential client to determine if we believe the potential client is a good fit for the *Think Ahead* program. See the section below, **How We Qualify Our Clients.**

If *Think Ahead* accepts the new client it will conduct further analysis of the client's operations to identify where the client's firm resides with respect to the Three Stages. A typical engagement will include services for two or more of the Three Stages.

### **Consulting Services Specific to Each of the Three Stages:**

1. The Owner-Worker Stage consulting focuses on the organization chart and company operation. How many positions does the Owner occupy? *Think Ahead* reviews and identifies key positions and key personnel. How does the Owner spend his time? We analyze the financial condition of the company, cash flows, budgets, and most importantly, we analyze the company's Competitive Advantage.
2. The Owner-Manager Stage consulting focuses on the expanding the number of workers, learning management skills, delegation of duties, managing the resultant growth, and employee training. Determine how to finance a general manager, and prepare the owner for marketing the business.
3. The Owner-Entrepreneur Stage consulting focuses on installing the management team, coaching the owner to succeed with sales and learning to let his business operate without him. We begin to implement the **Owner's Ideal Calendar**.

*Throughout the process, the owner will experience  
"BFOs" – blinding flashes of the obvious*

### **WHAT WILL THE TYPICAL ENGAGEMENT LOOK LIKE?**

**Two Free Phone Consultations** – In order to respect the demands on the time of clients and *Think Ahead* consultants, the typical engagement will start with two free telephone calls.

**GO - NO GO Decision** – The parties will make a GO - NO GO decision. Company financial statements will be provided to *Think Ahead* for analysis. The client/consultant discussions are key for both parties to assess whether an effective working relationship can be achieved. The *Think Ahead* consultant will use a checklist to ensure all pertinent topics have been considered and whether a company meets our criteria. Each party will independently decide whether to proceed with the Preliminary Assessment.

For a continuing engagement, a Preliminary Assessment will be prepared delineating the *Think Ahead's* assessment of the client's current situation and *Think Ahead's* initial recommendations. These recommendations would discuss how the client would move through the Pyramid of Growth.

**Engagement Letter** – If the parties mutually agree to proceed with a *Think Ahead* engagement, an engagement letter will be executed that details project milestones, timing and pricing.

**Three Stages Engagement** – To initiate a Three Stages Engagement, *Think Ahead* will use checklists to review the following:

- Client goals and objectives through extensive interviews with the Owner
- Organizational chart and key personnel analysis
- Company business plan
- Financial analysis
- Business operations

**Prepare and Review Recommendations and Timeline** – *Think Ahead* will prepare a Three Stages Report including recommendations and a timeline for implementation. *Think Ahead* will review the recommendations with the client and assist with implementation.

**Evaluation and Accountability** – *Think Ahead* will continue its participation to keep the Owner moving toward the objectives to ensure the probability that the value of the engagement is realized. Our experience dictates that a high level of Owner accountability to *Think Ahead* during this process is indicative of a high level of success.

*An Owner's dissatisfaction must be greater  
than the resistance to change.*

#### **HOW WE QUALIFY OUR CLIENTS**

- Fit is very important. We do not seek a large client base and, therefore, we work for companies which will benefit most from our services. Certain criteria are indicative of companies which are positioned for growth.
- The client has a core business which is a unique, profitable combination of assets, skills and services
- The Company has a competitive advantage
- The Company serves a particular market segment with a perceived value added
- The Owner believes change is necessary in order for him/her to meet their personal goals
- The Owner is willing to be held accountable and actively participate in the engagement

#### **YOUR INVESTMENT IN THE FUTURE**

- The first two telephone consultations are free
- The face to face meeting to determine a GO - NO GO Decision is free
- The Preliminary Assessment requires an investment of \$1,500
- The Three Stages consulting will be a price to be determined in advance

#### **COMPANY SUMMARY**

**Mission Statement** – *Think Ahead, Inc.* advises construction and service companies through consulting services focused on eliminating the barriers to business growth.

**Vision Statement** – The vision of *Think Ahead, Inc.* is to enrich the lives of business owners.

**Value Statement** – We recognize our clients are best served through timely services, accountability, integrity and respect.