



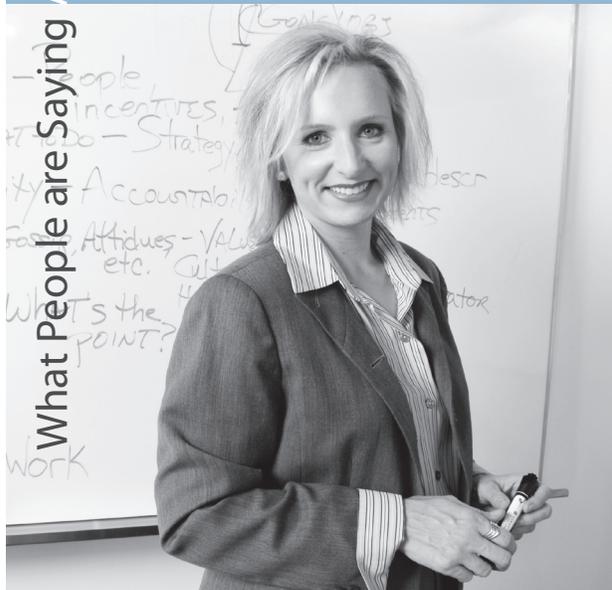
“I was impressed with her expertise and insights regarding business assessment, organization and future planning. The information was easily adaptable to move past the competition. She spoke comfortably and intelligently about her subject matter, using real-world examples in a way that made them both relatable and entertaining. I look forward to attending other seminars hosted by Helen in the future!”

— Dina Harris, Marketing VP of Sales, George T. Hall Company, Inc.

“The information that you present is very interesting and I could see how many companies would benefit.”

— Halvern Logan, Executive Recruiter, PWC and Associates

About Helen M. Mitchell:



What People are Saying

“Wow! She sure knows what she is talking about!”

—Mike Sackett, Executive Director, CGNA

“Understanding the big issues was the first step. You opened up the door to what we need to do.”

—Bob Bautista, CEO, Palladeo



## Helen M. Mitchell | Business Traction Strategist

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In order to realize true “Business Traction” and quantum results in your company, you must first be strategically aligned...

[...then you must work within that alignment.]

Helen Mitchell is a noted business traction strategist, speaker, consultant and author. Her engaging and high-energy style compliments her practical, cutting edge insight on:

- Leadership
- Strategic Alignment
- Change
- Organizational Dynamics
- Personal Development
- Working on Purpose

- Helen is an authority on helping companies understand business traction: how to recognize it and how to realize it. As a trusted advisor, Helen consults with and speaks to business owners and executives throughout Southern California.
- Her clients leave motivated and equipped to execute a plan of action that can be implemented immediately.
- She has an uncanny ability to draw people into her presentation. She is noted for using real world examples to create relatable, actionable and entertaining -- but rich with information.
- She is a visionary and charismatic leader who shares her secrets of business traction in creative, inspiring ways.
- She speaks to Fortune 500 corporations and small, privately-held companies about how to realize true “business traction” to meet personal and professional goals.
- Her career led to a vice-presidency at a Fortune 500 company by age 30. She is a proven leader who gets results and helps others do the same.
- She leads companies to unprecedented growth. As a professional, she achieved a revenue growth of 23% in a market growing at 5%, and in six months improved employee satisfaction by 15% and customer satisfaction by 17%.
- Helen is the past president and co-founder of the Orange County Chapter for the Association of Strategic Planning and is currently Vice President on the National Board of Directors, as well as a member of the Association for Professional Consultants.



**Strategic Management Resources**

“Today’s Vision. Tomorrow’s Success.”

## Strategy and Strategic Planning – What it is, what it's not, and who needs it

Mention the words “strategy” or “strategic planning” and most people’s eyes glaze over. But Helen will help you learn the bare facts of what strategy really is, why you do need it and that it is not as difficult as you may think! Even children know from fairytales, “if you don’t know where you are going then any road will take you there.”

### Turn Challenges into Strategic Traction:

**SHARING THE SECRETS OF BUSINESS TRACTION FOR TOP AND BOTTOM LINE RESULTS** — Do you ever wonder why you just can’t seem to get the results you want? You’ve tried everything, including the latest sales promotion, and yet you still don’t see measurable results. Find out where your business is congested, what traps to avoid and what you can do about it when you get back to the office.

**EFFECTIVE STRATEGIES FOR A CHANGING WORLD** — Are you as competitive as you should be? Are you confident that your strategies will lead the industry? What do you do when everything you know and have planned for has changed?

**WHAT IS HOLDING YOUR BUSINESS BACK?** – Discover the Ten Deadly Silent Saboteurs. Business owners and executives are sometimes faced with the paradox that their business results do not equal the effort put forth. There is a hole somewhere in the boat. Have you fallen prey to one of the Ten Deadly Silent Saboteurs? What is threatening your company? Do you know?

**THE WORTH OF YOUR WORK** — “What is work, really? Why should I care?” Your work matters and has more purpose and meaning than you may realize. Break free from the misconception that the only purpose for work is to make money. Experience greater job satisfaction and increase your contribution back to your company.

**AVOIDING STRATEGIC PLANNING FAILURE** — Why do some strategic plans fail and others don’t? Business owners don’t need to be a planning fatality. Learn the Top Seven Strategic Planning Mistakes and a new conceptual model to approach strategic thinking, planning and execution.

Call Helen at 949.690.6033  
to find out how she can help you,  
or e-mail her at  
[helenm@strategicmgmtresources.com](mailto:helenm@strategicmgmtresources.com).

### Five Tips to Developing Your “Business Traction”

#### 1. FUTURE ORIENTED

Have a clear vision (what the company will be and do in the future), a mission (purpose) and a set of core values (a behavioral framework and accepted norms). These will impact your culture and ultimately your brand identity.

#### 2. MEASURE IT

Develop a dashboard of critical metrics, linked to your vision and strategy, to rapidly make strategic decisions. Anticipate times when your business will not function as it should. Make the most of accounting systems to analyze and measure line performance and profitability as compared to the market.

#### 3. PEOPLE

No matter how good the written plans, if your people are not behind you, it is a losing game. Start with a good performance management system and link compensation to goals, objectives, markets, mission and vision.

#### 4. ALIGNMENT

Overall strategies, tactics, personnel and plans must be clear across all business groups. They must reflect the vision and mission. Good technology and solid business processes are the mechanisms to bring it all together. Keep all parts of the business apparatus moving in concert.

#### 5. PRUNE

Remove the things that do not align with the strategy, vision, mission and values of the organization.

