



Are we right for you?

Important Questions Prospective Clients Have Asked Us

We gathered many of the challenging questions our prospective clients have asked us and provided our answers here for you. We invite you to discuss any of these with us, or throw in your own questions.

Why should I spend money on a consultant, much less you?

You should spend money on a consultant when three conditions are present: 1) what you are doing is not getting the results you want, 2) the consultant clearly can bring new insight to the party, and 3) the consultant has skin in your game.

A good consultant should be able to: 1) demonstrate a track record of strengthening a variety of businesses and industries – translatability is important, 2) show you how their approach to your specific issues is different from what you have tried and how it will improve your ability to execute, and 3) guarantee your satisfaction with their work. *We can do all of these.*

What makes SwitchTrack different than other consultants?

The breadth and depth of our experience, the satisfaction of our clients, the speed of our results, the ability to show you what we will deliver up front, and the impact we have make us different.

We have run many businesses ourselves and led generation of well over \$1 billion in profitable new annual revenue for these businesses, virtually all of which were experiencing trouble when we arrived.

We believe in powerful solutions delivered in the simplest form. We will show you on a single 3" x 5" card our approach to helping you focus your efforts as a CEO. Our results are very rapid – usually less than 6 weeks for any major deliverable – without compromising quality or depth. The output of our work is summarized visually in 3 or less pages, so you can easily see where to focus your efforts and how action aligns to strategy.

We guarantee your satisfaction with our work. Period. If you are not satisfied with our work, and we are unable to fix it, you don't pay. We only ask that you tell us how we could have done better.

Will your services work for a company our size?

Yes. While we work with some larger companies, we have spent years adapting the best practices of thought leaders and high performance organizations specifically to the resources and capabilities of mid-market and smaller businesses. Our passion is working with businesses that don't have the scale of market leadership, and giving them every other advantage.

How do you get buy-in to your conclusions and recommendations?

First, we are fact based. We gather information from a wide variety of sources from inside and outside your organization in a way that generates confidence that we are impartial and gathering the right information from the right (or all) people. *Second, we actively engage all leaders* when we report findings about your business, or help you build a strategy, create priorities and translate goals to action plans. *Third, we have developed specific expertise in engaging workforces* in successful change, as many companies find that 50% or more of significant change initiatives fail due to employee resistance.

Won't you just add complexity and workload for us?

Our process is built to get things done quickly and effectively. Our clients find our process actually speeds things up. We know that time is your enemy and that there is no capacity for taking on extra work. We will help you stop the lowest value activity and replace it with high value focus and actions with greater alignment to your strategy across the organization. Generally, we complete major deliverables in about six weeks.

Will your work stand the test of time, once you are gone?

We believe we should only bring you best practices that are proven to work. You may be entering territory that is new for your organization and perhaps your industry, but the underlying principles and foundation of these efforts will have been proven many times over.

You will also need to adapt to changing circumstances in the future. All businesses do. *Our practices will help you be more effective in adapting to change in the future, after we're gone.*

Won't you tell us what we already know, just in a 3" binder that collects dust?

Sometimes you will say, "I already knew that." This is inevitable. We will, however, tell you much about your business that you do not know. As CEO, the hardest thing to come by is an open, honest and complete answer. People often tell you what they think you want to hear. They will tell us what they won't tell you, whether it's your employees, your customers, or management team.

Critical information is summarized in concise actionable ways you can see, share, communicate and use every day. You'll get the back-up information in a notebook, with as much detail as you want, but we've spent a lot of time developing ways to present critical information, findings, strategies and plans in a simple, usable form, often in 1-page.

Will you guarantee results?

We guarantee your satisfaction with our work. Period. If you are not satisfied with our work, and we are unable to fix it, you don't pay. We only ask that you tell us how we could have done better. We would like to guarantee business results, but often don't control downstream execution enough to be able to do this. *However, if you wish to retain us through execution of your plan, we are open to discussing arrangements to compensate us based on results.*