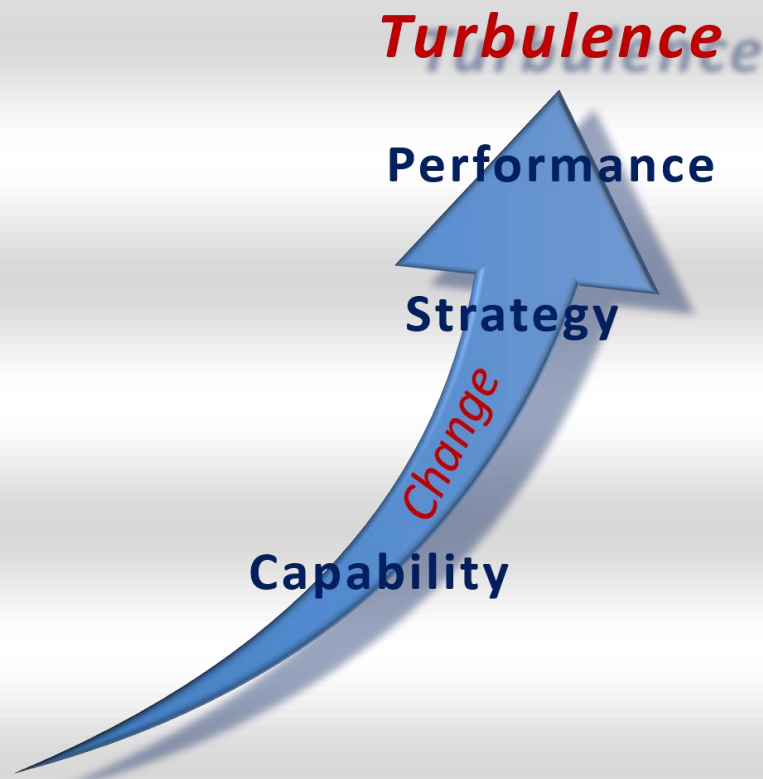


# Strategic Success in *Turbulent* Times

## The Next Dimension for Strategic Management



***June 17-19, 2016 San Diego, CA – USA***

***Continuing and advancing the principles, methods and concepts of***

***Dr. H. Igor Ansoff***

***Father of Strategic Management***

***A Paradigm Shifting 3 Day Seminar/Workshop***



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Information: [www.strategicposture.com](http://www.strategicposture.com), 858.733.8888 or [info@strategictelesis.com](mailto:info@strategictelesis.com)

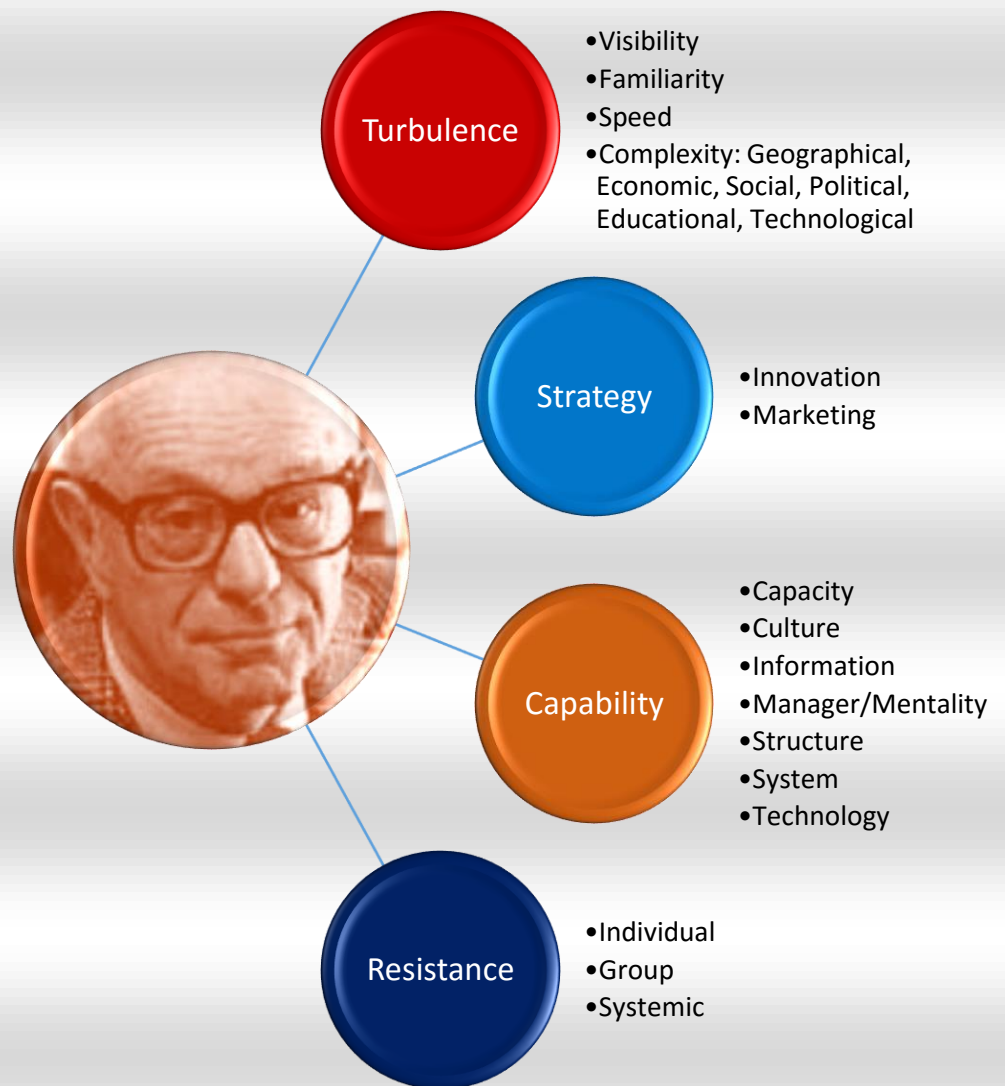
*Learn why certain models (strategic planning, LRP, SWOT, MBO, MBE, Blue Ocean & others) work at times but fail at other. And, how to dynamically access, apply and optimize the relations which maximize financial performance.*

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**“Our practice is multi-disciplinary in the sense that it seeks an optic appropriate to the problem and not to a particular scientific discipline.” H. Igor Ansoff**

It was no accident that Tim Hindle, in *The Economist's* 2008 series on the world's most influential management thinkers, dedicated its inaugural profile to “the father of modern strategic thinking”, Igor Ansoff. As the profile noted, many of Ansoff's highest payoff strategic principles were made famous by other gurus who followed his lead. Competitive advantage (Porter), core competence (Hamel & Prahalad) and “sticking to your knitting” (Peters), for example, all sourced from Ansoff's paradigm-shifting concepts which have had massive impact on profitability for businesses worldwide.



## What Management Icons Have Said About Ansoff

*Igor Ansoff invented strategic planning and strategic management.*

**Philip Kotler**

*Igor Ansoff is the father of strategic management.*

**Henry Mintzberg**

*Truly the godfather of corporate strategy.*

**Gary Hamel**

*Igor Ansoff was the father of modern strategic thinking.*

**Tim Hindle**

*In 1965 came the Bible of strategic planning, H. Igor Ansoff's monumental Corporate Strategy.*

**Richard Koch**

# Enhanced Solutions for Real World Challenges

## REALITIES YOU FACE

*Environmental turbulence is unavoidable*

*All models and tools have limits that work at certain times but fail at others*

e.g. - Strategic Planning, SWOT, MBO,  
Blue Ocean Strategy, MBE, Issue Mgt., etc.

*When strategy and capabilities are not accurately adjusted to changes in the environment, profitability is threatened and vulnerability increases*

## ACTIONS TO TAKE

*Identify, anticipate, prepare for and manage “unknown unknowns”*

*Lift your organization and skills beyond limitations of single dimensions such as:*

Competitive Advantage, Core Competence  
and “Sticking to Your Knitting”

*Accurately identify and assess turbulent factors to promptly optimize capabilities and strategy to respond and align with the changing environment*

Strategic Learning - A Collaborative Teaching/Coaching Method  
*To expedite and maximize practical understanding for implementation*

*Interactive  
Seminar*

*Application  
Workshop*

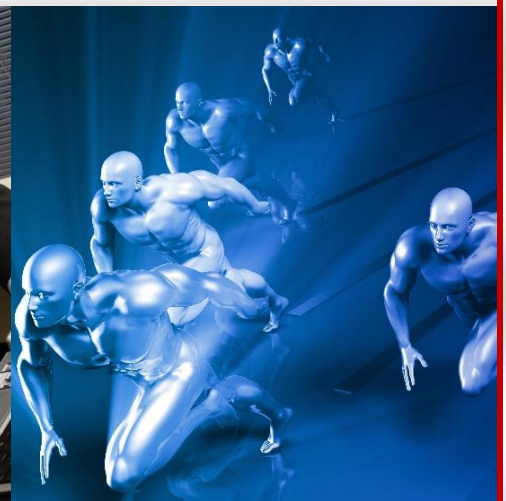
*Performance  
Competition*



Firmly lock down your practical understanding and ability to apply new profit-enhancing methods & tools



Instantly apply new skills and tools to accurately profile your company, a competitor or any other firm



A real world surprise scenario with cash prizes for performance tests your ability to apply new skills



# What You Will Take Back to Your Company



## ***A Toolbox of Cutting Edge Profit-Enhancing Controls***

Beyond interactive discussions and workshop exercises, materials include a spectrum of Ansoffian tools and methodologies that incorporate previously unpublished concepts and advancements. Participants also gain access to SDb5<sup>®</sup>, a strategic information database providing reliable ongoing surveillance of current and future turbulence levels to help form of accurate, actionable perceptions.

## ***Advanced, Immediately Applicable Insight***

Innovative high-impact principles are taught using the same interactive methodology that Dr. Ansoff used worldwide to expedite and maximize practical understanding. This immersive approach quickly equips participants with ability to immediately apply enhanced profit-building skills they have learned effectively and efficiently upon returning to their firm or organization.



## ***Real World Practice Using Firm or Industry Relevant Data***

A valuable takeaway from this hands-on seminar and workshop are real profiles created by participants. Attendees may choose their own company, a competitor, or any other to build three profiles that mirror real world application using Ansoffian methods. One will be conducted in groups with two completed individually.



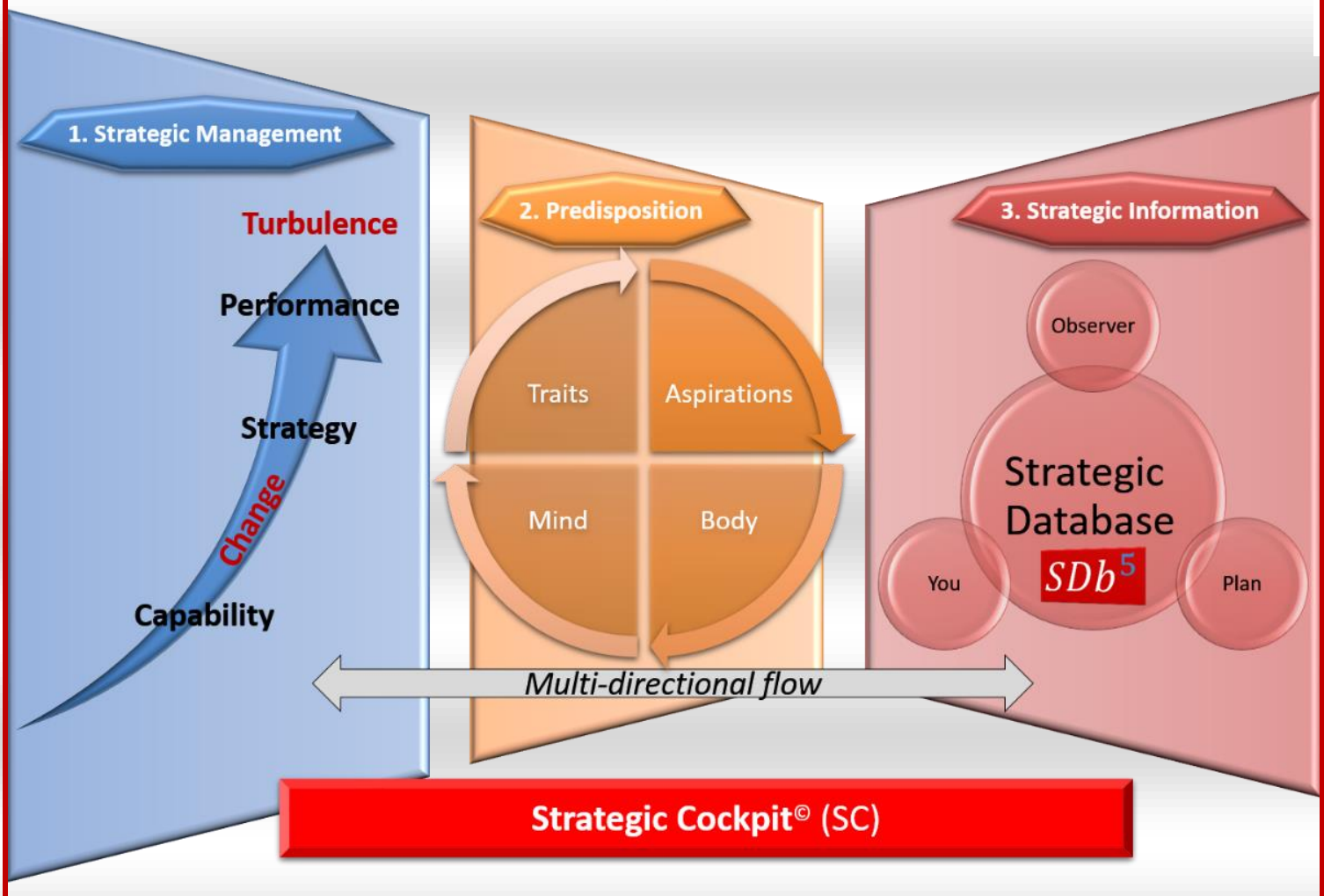
## **A Surprisingly Profitable Competition Opportunity**

*To ensure participants can confidently apply new skills in real world situations, and to close any outstanding gaps, the third profile is an individual competition. A carefully identified surprise turbulence scenario is used to confirm ability to apply seminar tools and concepts. As in life, meaningful cash prizes will be awarded based on performance.*

# Tools to Address Three Areas of Challenge/Risk

**Strategic Success in Turbulent Times** covers three main areas moving from the general to the specific and introduces the “Strategic Cockpit®” that provides tools for each to optimize financial performance. Strategic management is at the core with predisposition and strategic information on the periphery. It covers relationships between turbulence, strategy, capability, resistance, process, predisposition, strategic information database and the impact on financial performance, as follows:

1. **Strategic Management** - Knowledge from outside and inside the firm translates into an action plan for profit potential. **Results:** profit optimizing model(s) that are applied either: **sequentially** by planning then implementing, **concurrently** by planning and implementing at the same time or **both**, in some instances. A revision process is also implanted in order to assure desired results are achieved (**Exceptional and Immediately Applicable Practice**).
2. **Predisposition (New)** - Introduction to tools that constantly enhance your personal skills; encompassing Aspirations, Body, Mind and Traits. Applications of the model with emphasis on ethics and leadership imperatives are introduced. **Results:** intelligent awareness leading to better influence and action potential (**A Toolbox of Imperatives**).
3. **Strategic Information (New)** - Design and applications of a strategic information database. It includes turbulence assessment, strategic issues and expert critiqued surveillance method. **Results:** help in business intelligence, perceptions and interpretation of future turbulence (**Real World Practice Using Firm and Industry Data**).



# 1. Strategic Management

## Building Your Posture

“Optimum performance occurs when turbulence, strategy, and capability match each other.”

H. Igor Ansoff

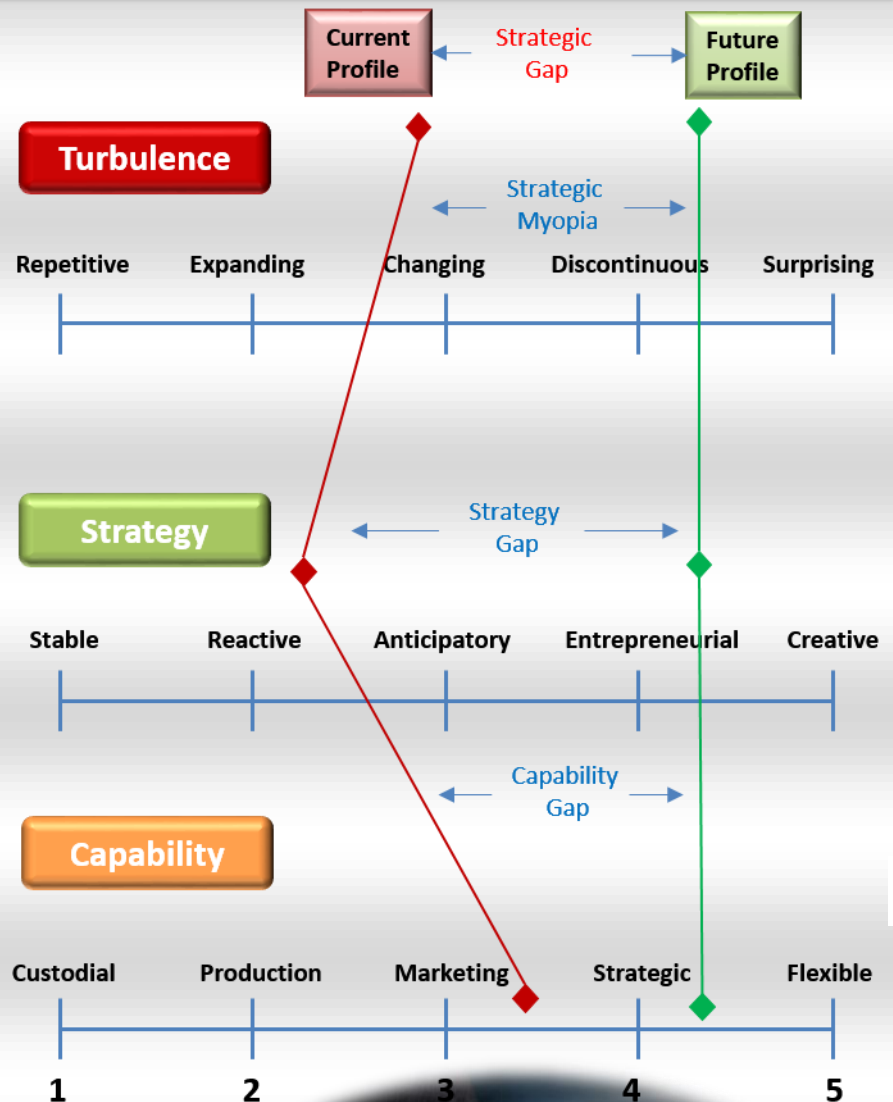
This is the main portion of the seminar. We focus on the degree of potential success or failure. This is determined by measuring the size of the gap between turbulence, strategy, and capability while managing the change process. A small gap results in cost reduction and revenue increase; leading to higher ROI potential. **Gaps are closed by answering four questions:**

1. *Where we are now?*
2. *Where do we need to be?*
3. *How do we get there?*
4. *How do we manage transition, resistance or support to change?*

## The Ultimate Result

The end product of this process is a profit optimizing model that is applied

either: **Sequentially** by planning then implementing, **concurrently** by planning and implementing at the same time or **Both**, in some instances. A revision process is also implanted in order to assure desired results are achieved.



“Systemic resistance to change occurs when operating and strategic activities within the firm compete for organizational capacity. Unless special provisions are made, operating work tends to pre-empt the strategic work.” H. Igor Ansoff



**“Judge the results by the criterion of relevance to reality, and not by the more common criterion of proper attribution to prior work.” H. Igor Ansoff**

## Strategic Posture Analysis and Financial Performance - A 2015 Study

By: Dr. Dan Kipley, Dr. Alfred Lewis and Dr. Orlando Griego

Strategic Posture Analysis is a tool invented by Dr. H. Igor Ansoff. It is a descriptive and prescriptive tool used to measure the size of the gap between turbulence, strategy, and capability. This study addressed its relation to financial performance. It examined the three main variables:

1. environment measured by level **turbulence (T)**,
2. **strategy (S)** measured by level of aggressiveness to respond to turbulence, and 3. openness level to measure **capability (C)** for supporting strategy.

The levels are determined using a five point interval scale, ranging from 1 as very low to 5 as very high, or respectively repetitive to surprising. The formula is: **Strategic gap = ((T-S) +(T-C))/2**. A small strategic gap (T, S and C match) results in higher ROE and ROA. Respondents from 61 companies (listed below) and financial measures from public records (10K):

1. **return on investment (ROE)** = Net Income/Equity, and
2. **return on assets (ROA)** = Net Income/Total Assets.

### Collected Data is Presented with Utmost Confidentiality

**Empirical Results:** Research findings indicate that there is a strong relationship between the firm’s strategic posture and financial performance. Higher ROE and ROA materialized when environment, strategy and capability matched each other. The smaller the strategic gap the higher ROE and ROA. Group 1 had the smallest strategic gap, followed by Group 2 and Group 3 had the largest gap.



3D Systems Corp
Amazon
Apple
ATT
Best Buy
Blackberry(RIM)
Blockbuster
Boston Beer Company
Cardiff Limousine
Chipotle
Coca-Cola
Costco
Cricket

Disney Land
Disney World
Dunkin Donuts
Estee Lauder
Experian
Freeport-McMoRan
Gilead Sciences
GNC
Google
HP
Ingles
J.Crew Group

JC Waterproofing
Kangaroo Express
Kroger
Lulumon Athletica
McDonalds
Medtronics
Metro PCS
Michael Kors Holdings
Molson Coors
Monster Beverage
Nike
Nordstrom

Pepsi
Safeway Markets
SolarCity
Southwest Airlines
Sprint
Staples
Starbucks
Stratasys
SuperValu
Swift Transportation
Target Corp.
Tesla

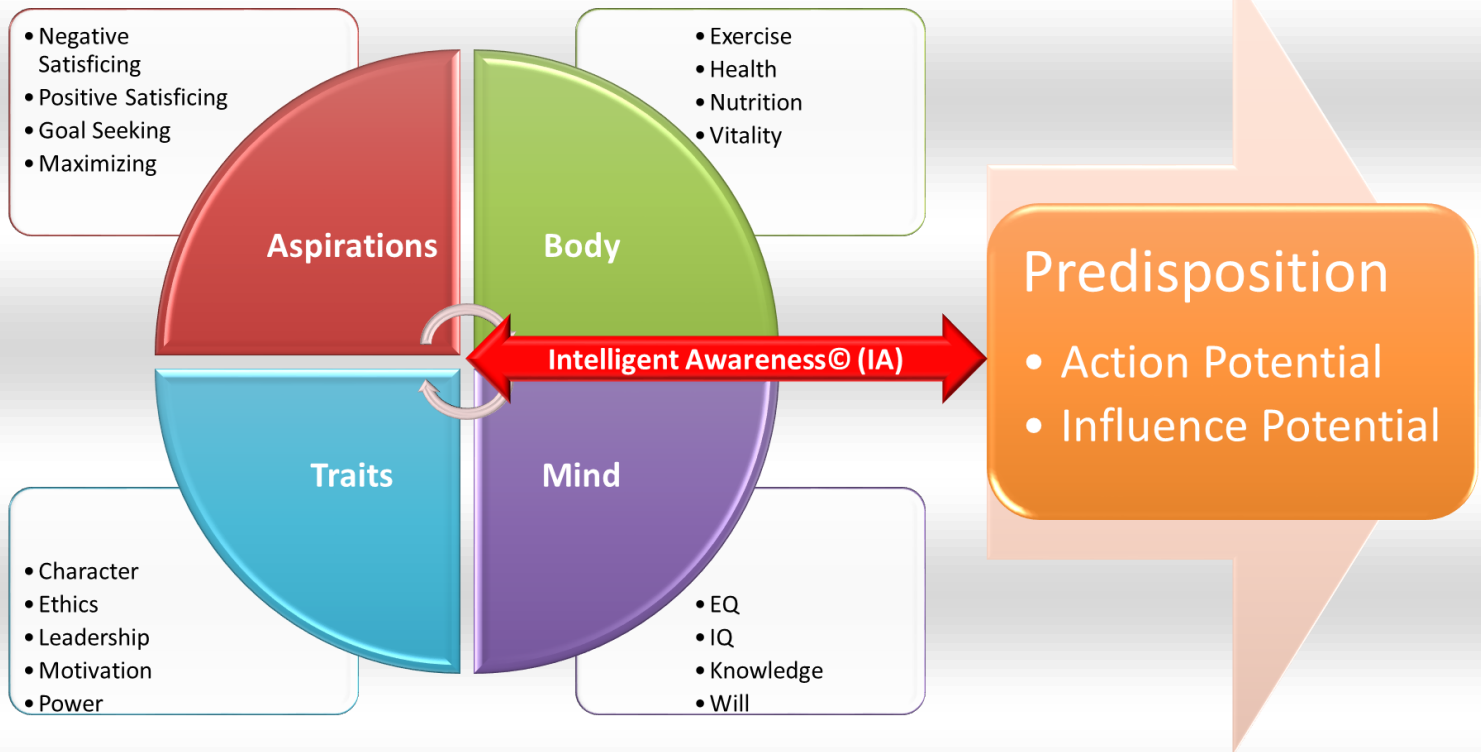
The Boeing Co.
The Fresh Market
U.S Cellular
US Steel
USPS
Verizon
Walmart
Weis Markets
Wellpoint
Whole Foods Mkt
Winn-Dixie
Zumiez



## 2. Predisposition

### *People Potential, and Bottom Line Performance*

To boost performance by enhancing personal attributes, Strategic Cockpit introduces imperatives to complement behavior. There are many imperatives such as physiological, health, physical training, etc. This seminar addresses two of them Leadership and Ethical.



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**"Behavior aspirations are the results of norms and values which determine the strategic culture of a group or an individual." Dr. H. Igor Ansoff**

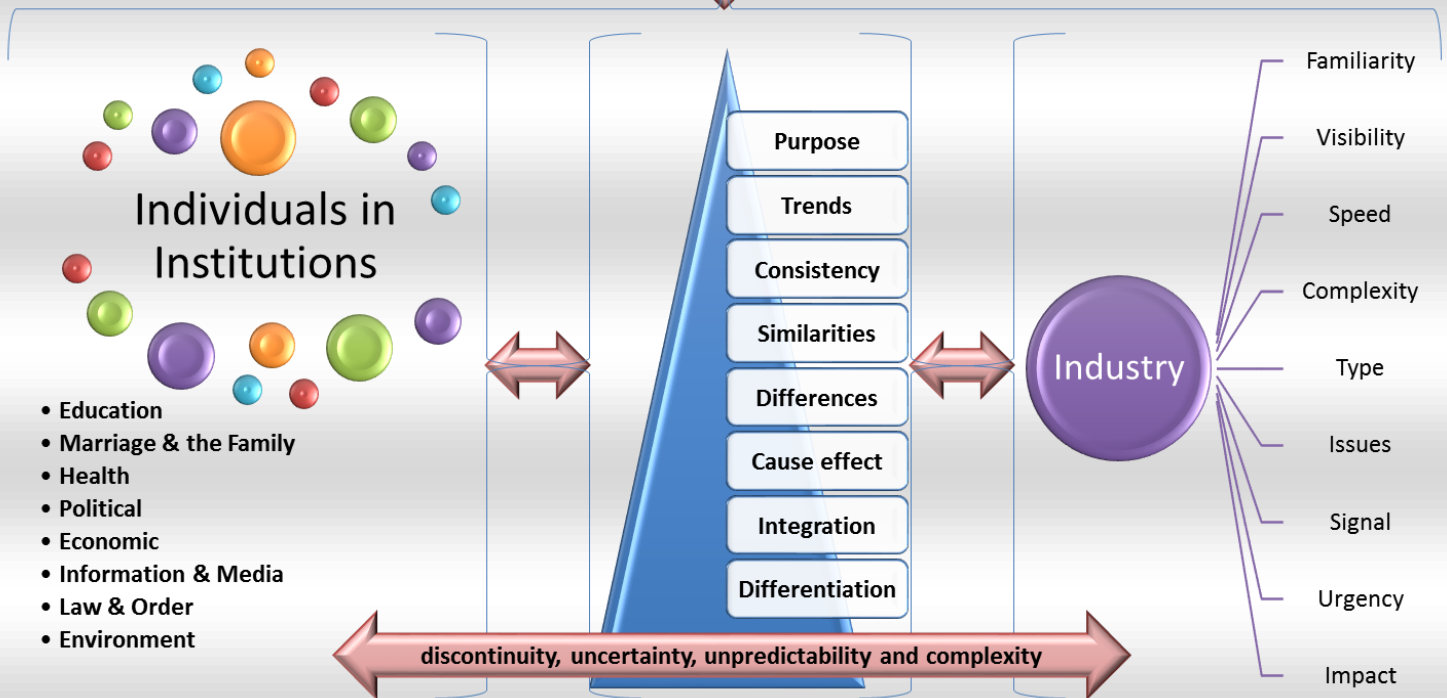


### 3. Strategic Information



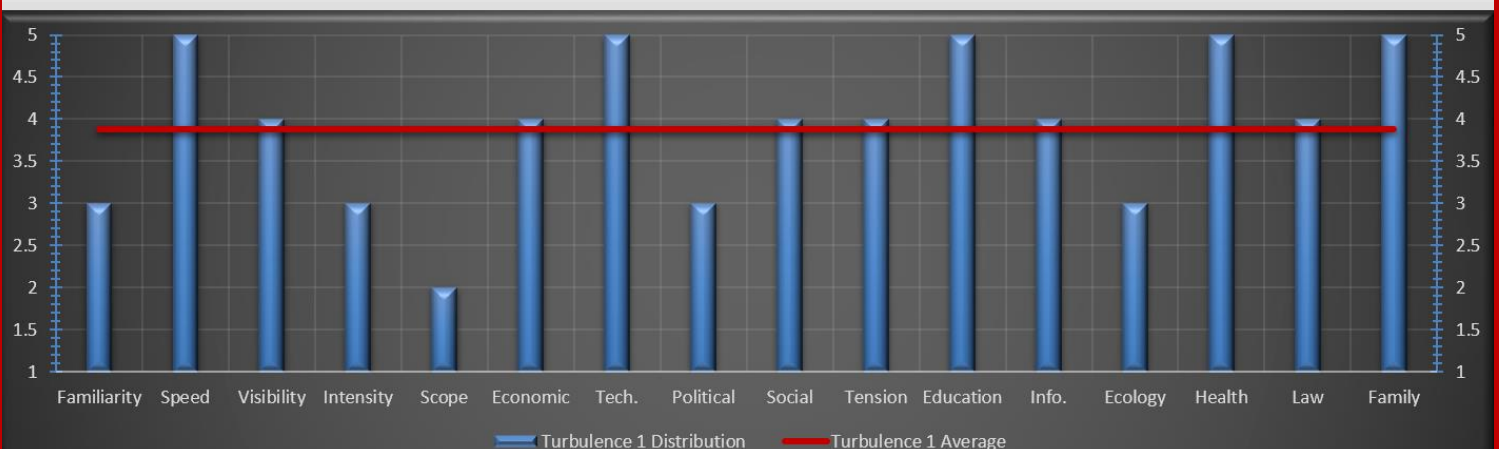
Another innovation scheduled to be introduced at the seminar/workshop is **Sdb<sup>5</sup>**, an online strategic information database applying Ansoffian principles to provide continuous and reliable surveillance of the turbulence levels which help to form perceptions that are accurate and actionable. Participants gain access to the database which creates a connectivity to a range of experts that enables evaluation of societal institutions, industry and corporate perceptions of turbulence descriptively.

#### Turbulence



**“For a faithful reflection of the environmental reality, it is necessary to use a technique which can capture the essential elements of that reality.” Dr. H. Igor Ansoff**

#### Example of Sdb<sup>5</sup> Turbulence Distribution



# 25+ Years of Feedback

## Hundreds of Companies and Thousands of Participants

One of the keys to strategic success is to let reality, not desire, do the talking. There is nothing more valuable than direct feedback. Dating back several decades when Dr. Ansoff initiated an interactive seminar/workshop approach, he and members of the team who joined their mentor and now carry on his heritage, dedicated its format to being practically applicable. For the last 25 years, that applicability was sharpened via feedback identifying the highest value takeaways as cited by previous participants from consulting and coaching in three categories below.

Improve	How To	Prevent
<ul style="list-style-type: none"><li>• Revenue and cost</li><li>• Creating the future</li><li>• Talent retention and acquisition</li><li>• Mergers and acquisitions</li><li>• Diversification</li><li>• Integration</li><li>• Differentiation</li><li>• Reorganization</li><li>• Alignment</li><li>• Positioning</li><li>• Leadership</li><li>• Readiness to deploy</li><li>• Issue management</li><li>• Signal(s) cognition</li><li>• Existing and new/service</li></ul>	<ul style="list-style-type: none"><li>• Increase ROI potential</li><li>• Acquire knowledge</li><li>• Manage perceptions of discontinuity, uncertainty, unpredictability and complexity</li><li>• Develop and deploy strategy</li><li>• Develop capabilities to support strategy</li><li>• Develop contingencies</li><li>• Manage the process of change</li><li>• Conduct a strategic audit</li><li>• Manage if all else fails</li><li>• Install preventive mechanisms</li></ul>	<ul style="list-style-type: none"><li>• Strategic surprise(s)</li><li>• Performance lag</li><li>• Resistance to change</li><li>• Bureaucracy &amp; red tape</li><li>• Misperception of economic, political, educational, social, technological, religious, geographical challenges</li><li>• Issues impact /urgency</li><li>• Wasting time</li><li>• Paralysis by analysis</li><li>• Trial and error</li><li>• Disorganization</li><li>• Strategic myopia</li><li>• Overload</li></ul>

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**“Synergy = 2+2=5 ... or effect which can produce a combined return on the firm’s resources greater than the sum of its parts.” Dr. H. Igor Ansoff**

## ***Coaching and Consulting from Around the World***

A.H. Robins Ltd.  
Abu Dhabi Combat Club  
Abu Dhabi Country Club  
Al-Reem Island  
Amdahl International Management  
American Logistics  
American Medical Response  
Anderson Corporation  
Applied Computer Services  
Arab Monetary Fund  
Arthur Anderson  
BAYER  
Board of Cooperative Extension System-New York  
Boehringer Ingelheim Zentrale  
Broome County High School System  
Broome County Urban League  
C.G. Jensen A/S  
CEPSA  
Children's Home of Wyoming Conference  
Ciba-Geigy Ltd.  
City of Los Angeles  
City of Portland  
City of Sacramento  
Computervision France  
CONEX  
County of San Diego  
DEC Digital Equipment GMBH  
Deloitte  
Delta Airlines  
Electro-Oil AB  
Emergidata Enterprise Systems  
Energy Labs  
Envision Healthcare  
Ernst and Whinney  
FARMITALIA C ERBA SPA  
First Gulf Bank  
General Electric  
George Washington Univ - School of Medicine  
Grail Foundation  
Honeywell Europe  
HUELS AG  
IBM Brazil  
IBM Mexico  
IBM Nederland  
IBM-OWEGO

ICI PLC  
INFOTEK  
INFOTEK AS  
Institute for Banking Studies Kuwait  
Jeumont-Schneider  
Johnson Wax  
KONE  
Kuwait Finance House  
Lockheed Martin  
Messerschmitt-Bölkow-Blohm  
Ministerie van Volkshuisvesting  
Minolta Camera Handles GMBH  
MUTATIS  
NASA  
News Corporation  
NOKIA  
N-Squared Capital Investments  
Oeberg ODC  
Oy Rastor AB  
Pacific Southwest Airlines  
Pearl River Investment Company  
Philips SPA, Sandoz AG  
Private Department of HH Shiek Zayed  
Rocky Mountain Helicopters  
Royal Arabian Stables  
Shell  
Sony- Mexico  
Tamouh  
Texas Instruments France  
The Disney Companies  
The Warner Group  
U.S. AID Middle-East Education  
UNI Forsikring,  
Unilever  
UNISYS Belgium  
United Airlines  
United Nations  
United Trading & Services  
United Way  
US Airways  
US Navy  
US-China Chamber of Commerce  
Vitality Concepts  
Westinghouse  
Xerox



## ***Surprise and Cash Reward Competition***

For 25 plus years, this seminar approach has successfully prepared participants to rapidly apply game changing principles in their company. To confirm a practical understanding and identify any gaps, our final exercise will fully simulate real world turbulence, unknowns and performance reward. Participants will compete for the following three prizes distributed based on practical demonstration of acquisition as measured by addressing a surprise turbulence situation that requires application of seminar/workshop methods.

**1<sup>st</sup> prize = \$5,000**

**2<sup>nd</sup> prize = \$ 3,500**

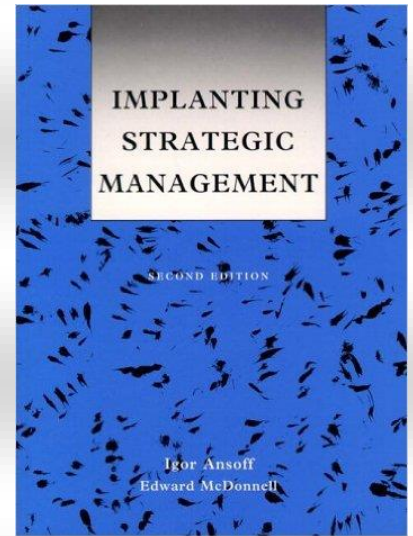
**3<sup>rd</sup> prize = \$ 2,500**

## ***Supplied Material***

The principal materials supplied for this seminar/workshop embrace the spirit of practicum. This begins with a copy of Dr. Ansoff's internationally celebrated book; *Implanting Strategic Management* 2nd Edition.

Additionally, Dr.s Kipley, Lewis, and Salameh will provide current revisions and industry examples to be included in the upcoming 3rd Edition of *Implanting Strategic Management* - Cognella Publication, scheduled for publication Spring, 2017.

As a final point, attendees will receive detailed monographs on predisposition imperatives for Leadership and Ethics



## ***Usual Attendees Include***

Board members, C-suite, senior executives and entrepreneurs

Executives responsible for a major division

Individuals/groups:

- involved in organizational change
- introducing new product/service
- pursuing mergers and acquisitions

## Seminar/Workshop Schedule

Day	Time	Topic
<b>FRIDAY</b> 6/17/2016	9:00 AM	Challenges of the 21st Century
	10:30 AM	Turbulence Levels
	12:00 PM	Lunch
	1:00 PM	Strategy Responsiveness
	3:00 PM	Capability Support
	5:30 PM	Workshop Dinner until 9 PM
<b>SATURDAY</b> 6/18/2016	9:00 AM	Strategic Leadership
	10:30 AM	Financial Implications
	12:00 PM	Lunch
	1:00 PM	Resistance to Change
	3:00 PM	Rapid Deployment
	4:00 PM	Strategic Database
<b>SUNDAY</b> 6/19/2016	5:30 PM	Workshop Dinner until 9 PM
	9:00 AM	Integrity
	10:30 AM	Managing the Process
	12:00 PM	Lunch
	1:00 PM	Competition
	5:30 PM	Recognition Dinner

## 2016 Seminar/Workshop Schedule

Topic	Date	Location
Strategic Success in Turbulent Times	June 17-19, 2016	San Diego, CA
Strategic Success in Turbulent Times	July 22-24, 2016	San Diego, CA
SEC Compliance for Investor and Issuer*	August 6, 2016	San Diego, CA
Strategic Success in Turbulent Times	August 26-28, 2016	San Diego, CA
SEC Compliance for Investor and Issuer*	September 10, 2016	San Diego, CA
Strategic Success in Turbulent Times	September 23-25, 2016	San Diego, CA
SEC Compliance for Investor and Issuer*	October 1, 2016	San Diego, CA
Strategic Success in Turbulent Times	October 21-23, 2016	Abu Dhabi, UAE
SEC Compliance for Investor and Issuer*	November 12, 2016	San Diego, CA
Strategic Success in Turbulent Times	November 18-20, 2016	San Diego, CA
Challenges of the 21st Century	TBD 2016	Abu Dhabi, UAE
<b>* Part of our Societal Strategy Responsibility</b>		

# The Team

The team is an extensively experienced group which includes those who have studied or co-collaborated with the strategic management master, Dr. Ansoff. Its members have successfully implemented his bottom line enhancing disciplines repeatedly. Dedicated to further refining, expanding and advancing their mentor's widely proven approaches, they provide deeper practical insight into Ansoff's legendary work.

The team is multi-disciplinary providing a broad spectrum of strategic management principles and its impact on financial performance along with the introduction of imperatives that contribute to the participants' predisposition. Interactions after the seminar's conclusion provide sustainability through a strategic database, providing a continuous network to perceive the external business environment.



**Tamer Tamer Salameh:** Strategic Management and Strategic Information, "I will show you how to strategically manage."



**Peter H. Antoniou:** Strategic Management, Turbulence and Strategy, "I will show you how to perceive turbulence & deploy strategy."



**Alfred Lewis:** Strategic Management, Turbulence and Capability, "I will show you how to check turbulence perception and deploy capability to support strategy."



**Dan Kipley:** Strategic Management, Change and Financial Performance, "I will show you how to manage resistance and its impact on relationships between turbulence, strategy, capability and financial performance".



**Chris Carlson:** Leadership (**NEW**), "I will show you how critical your leadership is to achieving organizational success".



**Michael J. Aguirre:** Ethics (**NEW**), "In order to be confident in your results they must rest on bedrock of integrity."

It rarely happens, but from experience, if for some reason any of the team members cannot make it, then we have a backup for each one without compromising content. Therefore, we reserve the right to substitute without notice. Thank you for your understanding.

## Dr. Tamer Tamer Salameh



Dr. Salameh is a practitioner of Strategic Management and Strategic Information Systems. His education embeds multicultural and multinational environments that span MENA, United Kingdom and the United States. He continues to be a student and holds; BSc. in Business Administration, MSc. in Management and Organizational Development, MBA in Management, DBA in Strategic Management (First Class Honors) plus Post Doctorate in Strategic Information from Alliant International University.

He has gained 25+ years of experience and expertise in Strategic Management and Strategic Information Systems theory and practice. During his education, he was an active participant at the University in various capacities; student, teacher, administrator and community services. He worked for and studied under Dr. H. Igor Ansoff (Father of Strategic Management). As a Strategic Management Consultant, he assisted Dr.

Ansoff with seminars and consulting to some of the largest firms such as GE, KONE, IBM, Shell, Phillips, Nokia to name a few. Additionally, Tamer assisted Dr. Ernest Dichter (Father of Motivational Research) with his milestone work "Finding out Why?". At the Private Department for HH Sheik Zayed Bin Sultan Al Nahyan (Father of United Arab Emirates), strategic management met with the realities of practical implementation and bottom line. It was practiced in more than 50 countries, 14,000+ employees, 90+ nationalities and assets valued at over \$20 billion. As the Executive Advisor, he was in charge of planning, information systems, business development, special missions and external audit conducted by Arthur Anderson then Deloitte.

## Dr. Peter H. Antoniou



Professor Antoniou has been involved, since 1986, in International Venturing, Educational programs and Consulting activities. He teaches select courses in Strategic Management and International Business at California State University San Marcos and Mount St. Mary's University. He designed a state of the art MBA program which was implemented at Mount St. Mary's University, Los Angeles. In International Venturing, Dr. Antoniou identifies appropriate partners, negotiates joint venture agreements, establishes international distributorship contracts, arranges contract manufacturing and assists international companies to get listed in the US stock market. In the area of Education, he develops and implements executive training programs. In Consulting, Dr. Antoniou develops and executes Strategic Transformations in the area of Strategic Management.

Dr. Antoniou travels frequently to Europe and China to deliver seminars and consult in the areas of International Business and Strategic Management. He has worked with a wide range of companies including IBM-Brazil, IBM-Mexico, Johnson Wax, Infotec, the US Navy and the Pearl River Investment Company.

He has authored and co-authored 21 books published in the United States, China, Bulgaria, Greece and Korea. He worked with Dr. Ansoff as Principal of Ansoff Associates for 7 years to develop new material, partake in consulting assignments and co-author books and manuscripts.

## Dr. Alfred Lewis



Professor Lewis is an award-winning instructor of finance, international business, and strategic management, receiving accolades at the undergraduate, masters, and doctoral levels. He studied under the guidance of the founding father of strategic management, Professor H. I. Ansoff. He has published numerous books (monographs and textbooks) and articles in the field of banking, entrepreneurship, human resource management, international business, law, not-for-profit management, and strategic management. He has held several academic administrative positions such as Dean, Associate Provost and Vice President of Academic Affairs. Led numerous study-abroad programs and has been visiting professor in China, Germany, Kenya, New Zealand, United Kingdom and Vietnam.

He serves on several editorial boards and was editor of the journal Business Strategy Series published by Emerald in the United Kingdom and the Associate Editor of the British Journal of Management and Economics. He is a member of the United Nations Principles for Responsible Management Education (PRME) Anti-Corruption Working Group and serves as Technical Advisor/Faculty with the U.S. AID Middle-East Education to Employment Fellows Program covering Israel, Jordan, Palestine and Lebanon.



### Dr. Dan Kipley



Professor Kipley is highly experienced in the lumber/manufacturing industry with a 25-year corporate background. His last position was that of Director of Purchasing for a global national company wherein he traveled the globe strategically sourcing raw materials for the firm's multiple manufacturing centers. He transitioned from corporate to academia in 2003, and began teaching at the School of Business and Management at Azusa Pacific University where he is currently a Professor of Strategy and the Director of the Undergraduate Business Management program.

He received his Doctorate in Business Administration in Strategic Management from Alliant International University, San Diego in 2008, receiving the Outstanding Doctoral graduate honor. His primary research interests are in For-profit and Not-for-profit Strategy and Strategic Optimization as illustrated by his extensive publications in various international scholarly journals as well as multiple academic textbooks.

He has presented extensively at numerous national and international conferences and has developed an I-Pad computer program in both English and Chinese to accurately diagnose a firm's optimal strategic performance position.

### Dr. Chris Carlson



Dr. Carlson is an experienced healthcare and public safety professional with executive level experience in consulting, organizational development, operations, clinical, financial, information technology and strategic development in health systems, integrated healthcare, public safety, customer service, transportation and social services organizations. Thrives on the challenge of translating strategic insights into successful business enterprises. Demonstrated skills in building quality management teams by instilling corporate culture, implementing process improvements and managing to performance metrics. Versatile and accomplished in consolidations, M&As, restructures, and turnarounds. Expertise in managing and integrating finance, analytics and metrics management, process improvement, business development, clinical processes, customer retention, call centers, fleet management, government relations, contracting, and labor relations (union and non-union environments). Decisive, solutions-focused and profit oriented.

His specialties include: Development of unique strategic positioning. Leadership development and coaching; Systems and Game Theory application; Working in environments requiring cross-functional collaboration; Mobile integrated health care design and implementation; Building and executing on strategic and tactical initiatives using performance metrics; P&L / ROI accountability; Creating strategic relationships; Consolidations / M&As / Restructures; Teambuilding; Field labor deployment, logistics and capacity utilization; Performance based contracts; Government based contracting.

### Michael J. Aguirre J.D.



Mr. Aguirre is part of a family with a deep history in the legal community in San Diego. Both of his brothers practiced law in San Diego and Michael Aguirre has practiced law in San Diego for over 30 years. He served as an Assistant United States Attorney in San Diego after graduating from UC Berkeley School of law in 1975. He was then called to serve as an Assistant Counsel to the United States Senate Permanent Subcommittee on Investigations. Michael Aguirre began his career prosecuting fraud cases and that has remained a staple of his practice ever since. He has won judgments against law firms, accounting firms, investment advisers, a major national broker dealer, and one of the largest international accounting firms. Mr. Aguirre took up the representation of the United Farm Workers Union in a case personally managed by Cesar Chavez. After Mr. Chavez passed away the night following the second day of his testimony, Mr. Aguirre assembled a team of lawyers and together they won the case. Mr. Aguirre has represented

members of Congress, a Superior Court judge, a San Diego Mayor, thousands of fraud victims, and municipal governments. Mr. Aguirre is deeply committed to scholarship. He holds a Master's Degree in Public Administration from the John F. Kennedy School of Government at Harvard. The Los Angeles Daily Journal selected Mr. Aguirre as one of the top 100 trial attorneys in the State of California. He is a Certified Fraud Examiner.

# How to Participate?

Please call +1(858)733-8888

or, Email – [info@strategictelesis.com](mailto:info@strategictelesis.com)

Respondent will be one of the team members

To participate online go to [www.strategicposture.com](http://www.strategicposture.com)

