



Why do some businesses thrive and grow, while others weaken and collapse?

## The Venture Catalyst

*The Convergence of  
Leadership, Management &  
Scientific Method*

Most entrepreneurs build their business with passion and the intent that their business will provide them and their families with freedom and security.

The goal, after all, was to be the master of your own destiny.

Gradually over time, however, you have found you are no longer expanding your markets, your ability to retain customers may be eroding, and your business is running you -- rather than the other way around. At this critical juncture, what you need is an advisor . . . a coach . . . a *venture catalyst*.

### Getting to the Next Level

*"Is it inevitable that a business will reach the end of its lifespan . . . could it happen to my business?"*

We hear this question often. Understanding the "Life Cycle" of a business/venture/"cash machine" is critical to being able to expand, retain customers and improve operations. Being able to see the trees from the forest and knowing how to manage the constraints that are inherent to be the key to your success and future growth. Businesses do not need to die, they need to constantly transform themselves and stay in the prime of life.

Transforming your venture can be tough. When you face tough problems and decisions, you have two options:

Treat it like a neurosis and hope the problem goes away in 6 months . . . or, discover the root cause of your challenges and create a viable action plan that will create cash flow, increase sales and generate profits that create personal wealth.

Working with a Venture Catalyst will make this happen.

### Get the Help You Need Today

#### Tailored Executive Development

- ★ 1-to-1 Coaching & Mentoring
- ★ Small Group Workshops
- ★ Seminars

# Transformational Leadership

We use a systematic approach we've evolved over the years, that is based on the scientific method and overall business philosophy developed by Dr. Eliyahu M. Goldratt and Dr. Ichak Adizes. Integrating Dr. Goldratt's Theory of Constraints and Dr. Adizes' simple, ten-stage corporate life cycle model, we've created a coaching system for individuals, entrepreneurs and businesses striving to stay in the prime of their life: **Transformational Leadership Methodology™ (TLM)**.

The purpose of TLM is to foster the ability to facilitate change, improvement, and forward thinking. It involves assessing motives, satisfying needs, and valuing the process of achieving goals. TLM is about implementing new ideas and showing leaders how to stay flexible and adaptable while helping those around them; i.e. becoming Transformational Leaders.

## Using TLM, we work to enhance your vital management skills:

- ★ Win-win conflict resolution in the marketplace
- ★ Effective communication of ideas in speech and presentation
- ★ Team building skills that truly leverage each other
- ★ Delegation as a growth tool
- ★ Understanding that Empowerment Increase Team Effectiveness and Productivity
- ★ Match Individuals to skill set Interests
- ★ Reduce Workplace Conflict and achieve goals
- ★ Better Understand Yourself and Others

## The results are impressive:

- ★ Increase your cash flow
- ★ Generate more high quality leads and expand your markets
- ★ Close more sales, while retaining more customers
- ★ Hire qualified team players and create centers of leadership
- ★ Reduce operating expenses, creating more money for new cash ventures and multiple cash machines
- ★ Implement better processes and procedures, so you can get it all done
- ★ Systematize your business, so you can take a vacation -- without the worry

## There are 12 phases of the Transformation Leadership Methodology:

- ★ Organizational and Personal Management Diagnosis
- ★ Understanding the current reality
- ★ Developing Conflict Resolution models
- ★ Developing models to better understand Vision/Mission/Values
- ★ Change Management
- ★ Overcoming Negative reservations in-order to create Structural Realignment
- ★ Developing Prerequisites that become processes for improvement
- ★ Overcoming the 6 Layers of Resistance to Change
- ★ Employing the 6 Layers of Buy-in to create Peak Performance 'Stretching'
- ★ Evaluate the venture's long-term direction & viability to play
- ★ Develop a Process of Ongoing improvement using Pattern recognition
- ★ Develop your relevant Rewards Systems

"TLM is about implementing new ideas, showing leaders how to stay flexible and adaptable, while helping those around them to improve . . ."

## Do You Need a Venture Catalyst?

Are you struggling to expand your market?

- ...Improve operations?
- ...Retain customers?

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Is your cash flow simply recycled month after month?

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Has it become too difficult to see the beauty of the forest, because you're too busy hugging trees all day? Are there some days you even have bark between your teeth?

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Do you have the sales, profits, and team that will take you to the next level?

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If you were to describe your business as a stage in life would it be as an infant? An adolescent? Near death?



## Brand: A Catalytic Imperative

At the Cambridge Institute of Applied Management, we have learned that a strong sense of self is as critical to developing a strong organization as it is to developing a strong leader. In business, that sense of self, and the market perception it creates through effective communication, is known as the organization's **BRAND**. As a Transformational Leader, your brand is your highest priority because it is your most crucial asset. Of all the elements that are catalysts for your success, your brand is the most powerful.

"Brand" is also one of the most over-used, misunderstood and misrepresented aspects of management. Once upon a time it was widely thought to mean nothing more than logos, color schemes and pictures. Today, savvy business leaders pursue brand development with the same fervor they once reserved exclusively for their stock options -- because without a winning brand their options are worthless.

There's a reason you hear the term everywhere senior business people congregate. Externally, your brand can account for as much as 70% of your company's value, it can add a 20+% premium to your pricing model, and it dictates market preference, selection and loyalty. Internally, brand development engenders greater employee cohesiveness, attracts more desirable hiring candidates and improves employee retention.

Why? The reasons are, at once, both deceptively simple and deceptively complex. Put simply, brand is based on **trust**. The complexity comes in when you deconstruct that statement. In doing so, you end up with several tough questions:

- ★ Why would customers want to trust me?
- ★ What qualities engender trust?
- ★ How do I develop trust?
- ★ How do I sustain trust?
- ★ Who needs to be involved?
- ★ How should they be involved?

As a critical part of the Venture Catalyst program, we work through these questions and help you implement the strategies and programs that will address your organization's brand requirements, establish your role as the champion of the brand, and move you and your venture forward.

### The Thinking Processes™

As venture catalysts we use a set of Problem Solving, Management and Decision-Making tools called The Thinking Processes, and apply them to solving challenges faced by your venture -- regardless of what stage it may be in its life cycle.

The Thinking Processes are applied logically and systematically to answer three questions essential to any constraint, challenge or speed bump facing you and your venture.

We start by asking three basic questions:

1. What to change?
2. What to change to?
3. How to make & sustain change?

Now ask yourself: "Of all the material you have ever read, all the coaching you have ever had in the past, how much time was devoted to answering the third question?"

Exactly none.

### The Catalytic Qualities of Brand

Here are three key reasons why you should embrace your brand systematically and holistically as a catalyst for success:

1. **Distinction:** A clear and defining reason for someone to do business with you.
2. **Value:** Brand name products and services are perceived and trusted as higher quality and command a 20% or more price premium.
3. **Loyalty:** When an active customer or client continues to support the same brand, that denotes brand loyalty \* and brand loyalty creates brand value.

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# Institute

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# Fellows

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Richard C. Putz, Ph.D.  
Senior Fellow &  
Institute Founder

Richard has successfully worked with corporate executives in multiple industries, including technology, supply chain and manufacturing, retail, financial services and real estate. His clients have ranged from start-ups and emerging entrepreneurs to the Fortune 500 and Global 2000.

As a founder of The Cambridge Institute of Applied Management, he is a Transformational Leader in his own right, specialized in the field of Ethics-Based Leadership. Richard is an internationally recognized speaker, executive coach/mentor, and business advisor. Applying what he calls "CEO Intelligence," Richard provides leadership expertise, strategic thinking and insightful guidance to business leaders and their ventures in multiple industries.

Richard brings over 30 years of experience as a senior executive and corporate officer, including roles as CFO, Chief Strategy Officer, Chief Marketing Officer, Vice President and Director of Strategy.

Richard has also served as the CEO and President of Security Federal Bank & Trust; the National Director for Technology Advisory Services focusing on strategy, mergers and acquisitions; and the National Practice Director for Workouts and Mergers for The Federal Savings and Loan Insurance Corporation (FSLIC) and Federal Deposit Insurance Corporation (FDIC). In addition, he led the teams that perform due diligence on acquisitions for clients such as Carl Icahn, The Marmon Group, Sam Zell, and Kraft Corporation.

Richard is a CPA, CFE and graduate of St. Meinrad College, The University of Notre Dame, and The Goldratt Institute in New Haven, CT. He is a professional member of the National Speakers Association, The International Federation of Coaches, The Association of Former Intelligence Officers, The Association of Certified Fraud Examiners, and the Professional Risk Managers\* International Association. His most recent book is entitled \*The Uncorrupted Stock Picker\* published by North River Press. His upcoming book is a field book on Leading Quietly.



Melissa Macaulay Federico  
Institute Fellow

Melissa is a 20-year veteran of marketing communications and branding in highly competitive environments. Her unique specialization encompasses frontline B-to-B and B-to-C brand development for the special needs of early stage enterprises, innovators and entrepreneurs. Melissa's reputation for building tailored, effective programs on winning strategies is a factor of her ability to translate innovative products and services into compelling value propositions; as well as her passion for creativity and hands-on approach to every venture.

Melissa's counsel has been sought by industry giants and bleeding edge innovators alike. Her clients have included IBM, Lotus, Viant, C-bridge, Deploy Solutions, Any Day (now Palm), Symphony Marketing Solutions, Dynamic Mobile Data Systems and many others.

In addition to her role with the Cambridge Institute of Applied Management, Melissa is the president and CEO of voice&vision, one of Boston's leading boutique brand development firms. She has founded two successful companies, and has held senior management and marketing roles with high technology and business consulting firms. Melissa's expertise includes IPOs, M&A, strategic business planning, market planning, team building, packaging for investors, and both product and company launches.

In her "first life" Melissa was a teacher and faculty member at Temple University and the University of North Carolina. She is a graduate of Rutgers College, holds a Masters degree from Montclair State, and completed her doctoral studies at Temple University.

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