

# Launchpad Partners



## Who We Work With...

- Organizations under stress
- Process-intensive, mid-market companies (\$10 million to \$300 million in sales)
- Principals willing to invest in change in order to create breakthrough performance improvement

## Where We Fit...

	Turnaround Firms	Launchpad Partners	Consulting Firms
<b>Comfort zone:</b>	<ul style="list-style-type: none"> <li>• Financial distress</li> </ul>	<ul style="list-style-type: none"> <li>• Stress due to Growth, Stagnation, or Decline</li> </ul>	<ul style="list-style-type: none"> <li>• Firm's functional specialty</li> </ul>
<b>Core goals:</b>	<ul style="list-style-type: none"> <li>• Preserve cash for lender's benefit</li> <li>• Stabilize business to enable refinance or sale</li> </ul>	<ul style="list-style-type: none"> <li>• Breakthrough results for the benefit of current owner</li> </ul>	<ul style="list-style-type: none"> <li>• Long engagement</li> <li>• Use firm's "intellectual capital" (whether or not it fits)</li> </ul>
<b>Approach:</b>	<ul style="list-style-type: none"> <li>• Short on insight, long on action</li> <li>– <i>Ready, Fire, Fire, Fire!</i></li> </ul>	<ul style="list-style-type: none"> <li>• Rapid insight, pragmatic action</li> <li>– <i>Ready, Aim, Fire!</i></li> </ul>	<ul style="list-style-type: none"> <li>• Long on insight, short on action</li> <li>– <i>Ready, Aim, Aim, Aim!</i></li> </ul>

## Why We're Effective...

- Intense focus on creating breakthrough results
- Over 75 years' experience in over 50 different industries and all major functional areas
- Fast, accurate diagnosis – we know what translates from industry to industry...and what doesn't!
- Eye-level Management – we engage the current team – Board Room to the front lines

## We Drive Results in Three Ways...



**Eliminating  
Corporate Kryptonite™**



**Working Inside the Box**



**Building the  
Innovation Sandbox™**