

EXTRA BRAIN
It's More Than You ThinkSM
Strategic Development through Innovative Thinking

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The Company

Extra Brain was formed to act as a dispassionate mediator for companies facing the inevitable challenges of continued change. Whether you are focusing on an altered competitive landscape, staffing issues and/or a healthy internal model reevaluation, Extra Brain can facilitate your renovation. Extra Brain offers up calculated, unprejudiced detachment to enhance your think tank, enabling you to unravel organizational impediments with objective perspective. Principally, we serve as an interim member of your management team directed to help you to align your procedure with your mission statement and continue to ensure your projected end result... CLIENT SATISFACTION.

Companies bracing for restructure will benefit from Extra Brain's experience and insightful knowledge of organizational issues including profitability analysis, business strategy, operations assessment, product development, marketing strategy, and financial planning. Extra Brain serves as flexible bonding mortar for companies in the process of rebuilding and expansion.

The Services

- **Profitability Review**
Extra Brain draws on extensive financial consulting experience to evaluate your business plan and the internal workings of your organization to objectively position you to increase your bottom line.
- **Operations Assessment/Process Redesign**
By conducting interviews with your employees, former employees and redevelopment teams, Extra Brain organizes a game plan towards a stronger, redefined organization.
- **Success Team Development**
Corporate production issues are resolved by Extra Brains strategic reconfiguration of existing talent pools. With detached precision, Extra Brain can evaluate your work force and point up missing skill sets. As needed, new departments and job positions are put in place.
- **New Culture Building/Change Management**
Companies undergoing extensive restructure can benefit Extra Brain's marketing experience. Extra Brain serves as a counselor to change, both externally and internally, and aids with new branding requirements. Change is an inevitable outcropping of continued growth, but seldom welcomed within the workforce and can also be disruptive to your customer relationships. Extra Brain paves the road to your transition as seamlessly as possible.

As part of our service, Extra Brain is able to draw upon an extended network of talent pools and hire supplementary contract labor to accommodate needed areas of expertise as required.

The Process

1. Interviews

Extra Brain initially integrates itself within your corporate environment by interviewing employees, former employees, customers, former customers and corporate leaders. We then begin a comparative analysis of your business model against your competition (employee benefits, product offering, customer service, etc), and thus develop a comprehensive organizational profile. Extra Brain is a trained business profiler asking tight, specific, directed, open-ended questions resulting in non judgmental disclosure of your existing business practice.

2. Objective Analysis

Once the interviewing process is completed, we then begin a digestion process designed to weed out your organizational ailments. We analyze data and separate the relevant from the irrelevant, formulating logical decisions that target the missing elements within your organization.

3. Decision Paths

Now we build a roadmap toward positive alternatives while educating internal decision makers. Throughout, a continuing focus on business as usual is maintained, and particularly, toward ongoing fulfillment of client needs.

4. Implementation

The plan is then put into action with a mind toward performance metrics. We make sure that you can measure your success.

The Foundation

Extra Brain was formed in 1999 to serve organizations seeking infrastructure improvements, including human resources, marketing and business strategy solutions. Extra Brains' founder, Ms Heile, has 12 years of experience in management and project team leadership. Her history includes successful completion of strategic redirection, marketing, product development and customer service fulfillment projects. Prior to becoming an independent consultant, Ms Heile managed production, consulting and customer service functions within divisions of national financial services consulting companies, including the Frank Russell Company and William M. Mercer Consulting, Inc. Among her roles, she has been responsible for staffing and production management, legal compliance and sales training.

Elizabeth Heile is a problem solver known for her creative thinking. An effective communicator and presenter, she can interface well with all organizational levels, bringing objectivity and perspective to your internal concerns.

Ms Heile earned her MBA with an emphasis in finance from the Anderson Graduate School of Management at UCLA. Her focused education was completed with her thesis field study project where Ms Heile reviewed financial, operational and marketing considerations in creating an international sales and distribution strategy for a U.S. manufacturer, as part of a team of five students.

The Results

Selected past projects:

- **Financial triage for non-profit consultancy**

A rapidly growing non-profit consultancy had too much work for its existing staff and no corporate infrastructure or financial planning processes in place to measure the impact of staff expansion. Extra Brain developed some custom forecasting tools and financial models, which served as the foundation for planning sessions for consultant deployment and new employment, as well as compensation structures for future staffing requirements. In the process, Extra Brain was able to leverage increased funding from one of the organizations benefactors, by demonstrating the benefits of their contributions. We continue to facilitate ongoing organizational discussions with this organization.

- **Cleansing of regional office for international consultant**

It was clear that the workforce was unhappy upon arrival in the regional office. Analysts felt they had been hired under dubious pretenses including financial and promotional promises. Once inside the group, Ms Heile established project management, communication and technical standards for the department. She implemented corresponding hiring goals and a training program, while revamping expectations of the senior consultants relating to their participation in the analysts' professional growth. The result was extended analyst longevity as well as an increased internal response to new job postings.

- **An objective point of view for the likes of NASA**

An inherently prestigious NASA undergraduate intern program designed to develop undergraduate leaders in the aerospace industry, hired Extra Brain to evaluate their processes and practices and offer suggestions for improvement. With a team of two NASA personnel, we evaluated the development internship against its objectives, and posited recommendations concerning structure, broadened program awareness, a tightened selection process and program design. The practices are now in place resulting in increased success for the program.

- **Small firm grows its own**

Even success has its problems! A small, privately held asset management firm had become so successful that its principals could no longer handle the customer service demands of its clients. Holding on to tradition, the principals were reluctant to give up any aspects of their existing client relationship management. To alleviate this, we conducted detailed job analysis that provided recommendations relating to shifting non-client activities away from the principals. Additionally, we assessed the staff to identify strengths and weaknesses and redistributed the workload to cash in on employee skills and interests, while setting up a plan to encourage cross training and advancement opportunities. Extra Brain also recommended the hiring of a receptionist to the work pool to alleviate overall workload. The result is an internally stronger organization with the principals still serving its client base in the manner it has become accustomed to.