



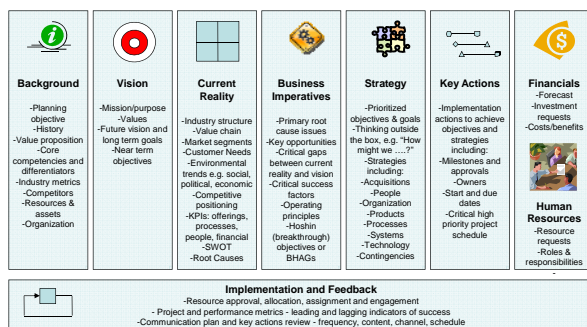
Peak Potential Business Improvement

Alpine Link offers companies, business units and organizations a variety of professional services to improve organizational performance. They include:

- Business Strategy Development**
- Business Planning**
- Business Process Re-engineering**
- Selling Value Chain Discovery**
- Operational Effectiveness Assessment**
- Best Practices Capture and Deployment**
- Meeting Effectiveness and Facilitation**

Alpine Link utilizes a number of innovative frameworks and approaches in helping clients improve their organizational performance. As an example, the Peak Potential Business Planning Approach steps business leaders through a systematic approach to business planning. Steps include collecting background information, developing an organizational vision, assessing the current reality of the business, establishing business imperatives and creating differentiating business strategies. This is then turned into an implementation plan with a critical path roadmap, finance and resource requests with return-on-investment calculations, role and responsibility definitions and key performance indicators.

This approach focuses organizations on executing intentionally rather than merely reacting to what comes their way. It gives business leaders and their teams a cogent plan that ensures their good ideas and strategies make it into implementation.



Alpine Link Peak Potential Business Planning Approach

Alpine Link Corporation – Your link to reaching peak potential

Another tool, the Alpine Link Business Differentiation Grid, guides businesses through the understanding and discovery of key points of market differentiation. It facilitates the identification of differentiating attributes that helps organizations rise above the existing rivalry typical of a commodity market and into a differentiated position.

Alpine Link's Results Repeated R²-LIFT™ framework helps organizations conduct a broad assessment of their overall efficiency and effectiveness. Areas typically assessed include the organization's vision, market messaging, value proposition, internal business process linkages, systems, employee engagement and other drivers that directly impact an organization's ability to reach peak performance. The result identifies areas in need of improvement as well as best practices to be further refined and embedded into the organization.

Alpine Link helps organizations improve their customer service, support, sales, production, distribution and other business processes by utilizing customized versions of the IDEF family of modeling tools. Business processes are made transparent and accurately assessed, designed and/or reengineered to increase operational efficiency and deliver substantive improvements in effectiveness.

Alpine Link employs meeting best-practices throughout client engagements as well as in helping clients improve their own meeting productivity. Studies indicate that two-thirds of meetings are unproductive. Alpine Link Peak Potential Meeting frameworks, templates, tools and facilitators help clients gain control of their meetings and ensure they deliver their intended results.

The Alpine Link Organizational Ecosystem framework, the Selling Value Chain, the Peak Potential Selling Approach, the Effective Communications Wheel, the Organizational Eco-System and the Human Resources Development framework are other examples of the thought leadership Alpine Link can provide organizations in helping improve their performance.

Together, Alpine Link's thought leadership, partner experience and consulting philosophy of delivering high-impact results makes Alpine Link a valuable partner in improving business results.

For more information on Alpine Link's business improvement professional services or workshops, contact Mike Hawkins at 970-453-4924 or email mike@alpinelink.com.