



Speaking Engagements

with Lynn Taylor

Practical responses to critical challenges. The right person right seat discussion will not be about hiring. It will be about putting people where they will be the most productive in order to survive and prepare for higher profitable growth and increasing market share during the downturn.

Taylor Protocols brings a wealth of turnaround management experience to business owners and senior executives. The conversation can be centered on:

1. Understanding the tactical and strategic options for effective leadership
 - a. How to optimize a company for future success while responding to intense market and company profitability challenges
 - b. How to decide which options for effective response to market downturns are the most essential for your company
 - c. How to implement the changes
 - d. How to prepare yourself for making the most difficult decisions you must make for your business if you are to thrive in a down market
 - e. How to gain market share during the down market
 - i. Strategic Alliances
 - ii. Mergers and acquisitions now
 - iii. Right-sizing and the options for maintaining company cultural, people related core values while surviving and setting up for optimum success when the market turns up again
 - iv. Aggressive hiring during the downturn. How and Why?
 - v. How to turn a real business challenge like a downturn into opportunity; and exhilaration of company leadership and employees
2. Critical business management practices that **MUST** be done now; and if done during the period of downturn and struggle will set the company up for optimum profit when the upturn comes.
3. Stories from more than 250 business turnaround projects and 700 business optimizations projects; from small to mid-size to major corporations in a free market economy.
4. Proven business strategies
 - a. Managing the existing base of client business, while building a new stronger client base
 - b. Tight controls and management techniques for sales teams; returning to the basics and causing increased right activity.
 - c. Diversifications that work and intentional dropping of some client business (for the right reasons). What is right for your company and how to know this.
 - d. Increased daily management practices to control cash and increase cash-flow; right levels of micro-management

No two companies whose leadership attends this management event have the same challenges and the same options

1. The Socratic conversation portion of this event will provide a guide for self-directed strategic and tactical change management
2. The breakout exercises will cause attendees to air their thoughts with each other, build new strategic alliance with companies that have similar challenge/opportunities
3. A short workshop exercise will cause every attendee to identify at least 2-3 decisions that are the most critical for their companies and encourage a commitment to taking the actions required.
4. Each attendee will be challenged to see the good, the bad and the ugly aspects of their wired-in nature; and how to change today into a different leadership style in order to be effective in this crisis creating environment.

Taylor Protocols facts:

1. A **60,000 person study of more than 360 job positions in more than 330 companies** (large and small) has essentially validated that the 80/20 principle is alive and well in all job positions in all companies and in all industries; And longitudinal studies and whole company turnaround management success statistics have shown that the Taylor Protocols business sciences **consistently defeat the 80/20 principle** and bend the human performance bell curve in any company's positive direction
2. Seattle and many U.S. economic regions have dominant industries and market players that cause outsized downturns and upturn challenges
 - a. Wood products manufacturers and commodity processors, Aerospace and the vendor support channel, Gas and oil market players, Computer and Internet dominant players that effect cost of talent, agriculture and seafood processing and import/export, etc.
 - b. Lay-offs, terminations, returning to more entrepreneurial practices (if done intelligently/strategically- more than 200 business turnarounds during market challenge times
 - c. Recruiting talent and restructuring the leadership team, the sales team, the operating team- Proven methods with typical tangible measured results
 - d. ROI based business restructuring, moving quickly from defeat to success.

Longitudinal statistics from 300 companies

- i. Demonstrated **doubling of A and B level performers** doing the same job for a given company
- ii. **Decreased cost of labor often by more than 40%** (not usually from terminations), **increasing basic Gross Margin generation by 30%-200%** (valid stories that demonstrate how is this achieved)