

ProfitMax[®] Coaching Programmes



The **ProfitMax[®]** Programme

EastWind Business Solutions will work with your business to introduce worldwide proven systems that will maximise your profitability. What are the business outcomes? Improved profitability, increased revenue, better business direction and alignment, less stress on the CEO, greater accountability to performance, more efficient systems, and improved business value if the business is sold.

The **ExitMax[®]** Programme

The “ExitMax”[®] Programme will identify key areas that will make your business more valuable to a potential buyer. EastWind Business Solutions typically works with businesses 12 – 36 months prior to the owner wishing to sell. The goal: Maximize the ultimate selling price! What are the business outcomes? Renewed enthusiasm in running the business as it is now linked to a higher purpose, improvements in business value and the chance of selling the business, improved systems and people management, and increased profit and revenue.

The **PeopleMax[®]** Programme

The “PeopleMax”[®] Programme introduces systems and processes to improve staff performance, accountability and motivation. What are the business outcomes? Improvements in staff motivation and morale, staff accountability and KPI targets, staff performance, increased profit and revenue, and reductions in staff turnover and risk of employee litigation.

The **TeamMax[®]** Programme

This programme is tailor made for your organisation and involves team building, brainstorming and training workshops. A wealth of ideas, talent, and productivity is locked in your staff. These workshops are designed to release that raw energy back into the business. What are the business outcomes? New ideas, problem solving, improved management skills, improved team morale, and improved performance.

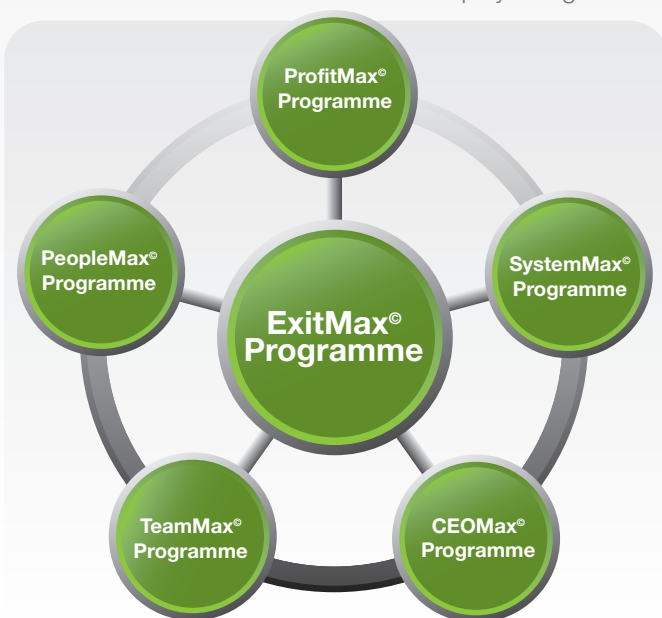
The **CEOMax[®]** Programme

The “CEOMax”[®] Programme concentrates on bringing a group of CEOs together on a regular basis to help each other make better decisions, brainstorm, network, and workshop issues in a confidential environment. What are the business outcomes? Networking, better decision making, new ideas, problem solving, improved management skills, and improved profits and revenue.

The **SystemMax[®]** Programme

EastWind Business Solutions will work with you to streamline your business systems and cut out inefficiencies. What are the business outcomes? Improvements in productivity, quality, customer satisfaction, increased profit and revenue, and reduced risk of legal liability.

**Schedule Your
Free Business Diagnostic**





ProfitMax[®]

Increase your profit.

- Our coaches will work with your business to introduce proven worldwide systems that will improve your profitability.
- You are an expert in your business; we are experts in the systems and processes.
- Together we will help you develop and implement a plan to grow your business.
- We help you to work smarter, not harder.

What do we do?

1 | Personal Goals

Why did you start the business?
 What were your original goals?
 What were you trying to achieve?
 How would you rate your personal satisfaction?

2 | Audit

The programme implements questionnaires and audits that have been developed over the last 18 years and used by thousands of companies around the world. Our unique proven systems will identify key areas of weakness and opportunities, reviewing where your business is at the moment.

3 | Direction

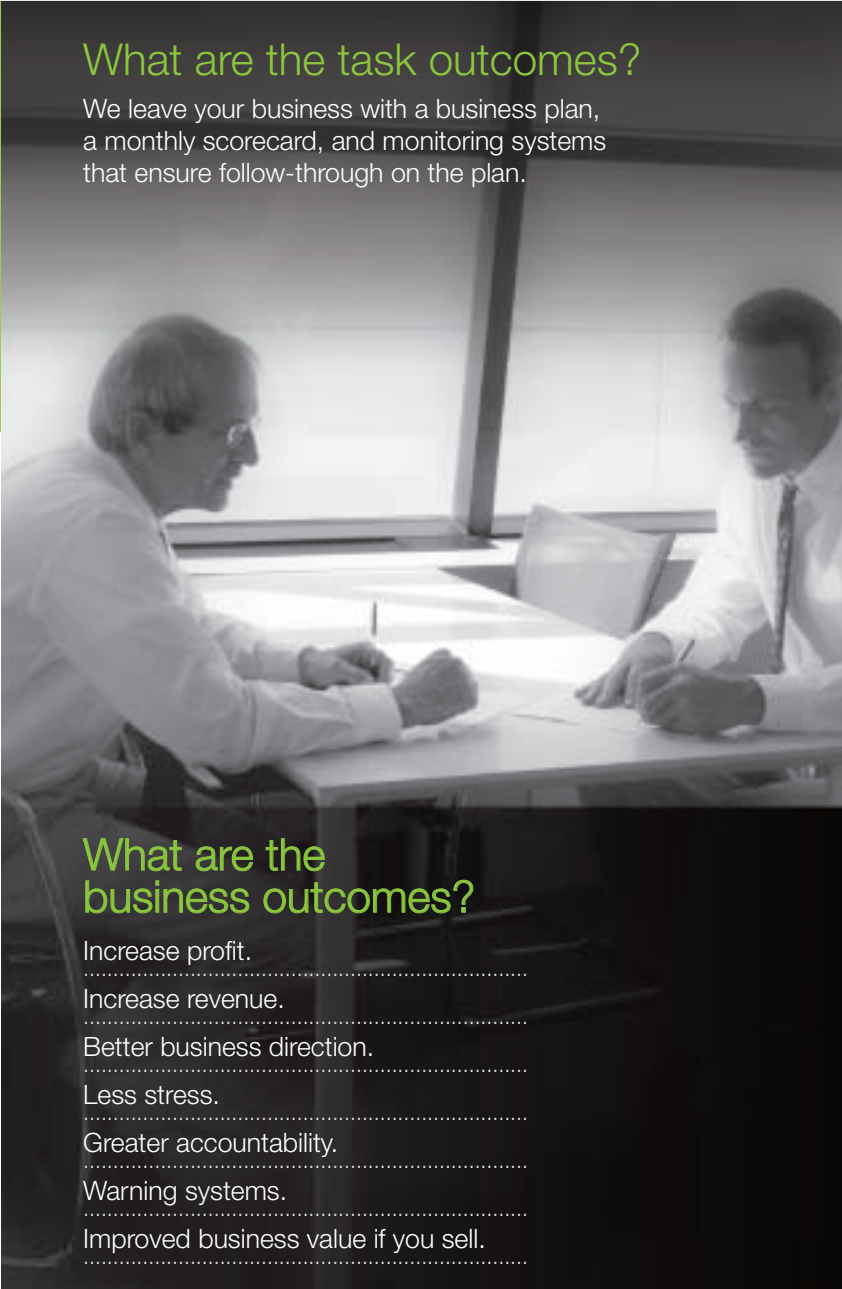
We brainstorm various opportunities and help you decide the best direction and key focus areas of your business.

4 | Plan

We help to develop a business plan that details how you will move the business forward.

5 | Accountability

We will implement a one-page KPI Scorecard in order to assist you monitor and control the drivers of your business on a monthly basis.



What are the task outcomes?

We leave your business with a business plan, a monthly scorecard, and monitoring systems that ensure follow-through on the plan.

What are the business outcomes?

- Increase profit.
- Increase revenue.
- Better business direction.
- Less stress.
- Greater accountability.
- Warning systems.
- Improved business value if you sell.

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ExitMax[®]

Increase the value of your business and prepare an exit plan.

- ▶ Our coaches will work with you to introduce proven worldwide systems that will improve the value of your business.
- ▶ Together we will help you develop and implement a plan to increase the value of your business to increase the return at time of sale.
Typically our coaches work for 1-3 years with businesses that wish to sell.

What do we do?

1 | Education

How are businesses valued?
Who buys businesses?
Who pays maximum value?
What are the secret drivers to improve business value and what is your business worth at the moment?
Is your staff motivated?
What problems are you experiencing and what changes are you seeking?

2 | Attractiveness Index

How attractive is your business to a potential buyer?
This audit thoroughly reviews your business, giving you a score out of 100 and pinpointing your weaknesses.

3 | Readiness Index

Yours might be an attractive business, but if you are not ready to sell then your business value can be diminished. This programme pinpoints your weaknesses and strengths, giving you a score out of 100.

4 | Exit Plan Development

We develop a clear plan to help prepare your business for sale.

5 | Review Systems & Profitability Plans

To effectively increase the value of your business we review whether the business is driving the strategic direction, the people, and the organisation systems effectively.

6 | Monthly Monitoring and Review

Each month we will review progress and manage the plan.

What are the task outcomes?

We leave your business with a detailed review outlining your strengths and weaknesses. This includes a detailed action plan and a monthly monitoring system which is linked to a plan to increase value.

What are the business outcomes?

Renewed enthusiasm for running the business, as it is now linked to a higher purpose.

Improved business value.

Increased potential for sale.

Improved systems and people management.

Increase profit and revenue.

Schedule Your Free Exit Readiness Report

PeopleMax[®]

Increase your people performance.

- ▶ Our coaches will work with your business to introduce proven worldwide systems that will improve your people performance.
- ▶ You are an expert in your business; we are experts in the systems and processes.
- ▶ Together we will help you develop and implement a plan to align your people with your overall vision, and work on systems to motivate and make them more accountable.

What do we do?

1 | Staff Goals

Where is your business at the moment?
Are your staff motivated?
What problems are you experiencing and what changes are you seeking?

2 | Staff Review: Roles & Responsibilities

We establish an organisational chart to identify the responsibilities of each position, then help to structure the organisation to achieve optimal performance.

3 | Communication

We propose the introduction of a weekly divisional, or company, meeting and as weekly review meetings by team leaders, as well as regular monthly or bi-monthly company social functions.

4 | Weekly Accountability

A planning system will be established so that staff focus on their priorities on a weekly basis.

5 | Monthly Accountability

Together we will establish key accountability areas and KPIs that are tracked in a monthly scorecard.

6 | Annual Accountability

An annual appraisal system will be implemented.

What are the task outcomes?

We leave your business with an organisational map, and clear job descriptions. We establish formalised communication systems and targets for employees on a weekly, monthly, and annual basis. These targets consist of scorecards, action sheets, and employee appraisal forms.



What are the business outcomes?

- Improved staff motivation and morale.
- Improved staff accountability and KPI targets.
- Improved staff performance.
- Increase profit and revenue.
- Staff warning systems.
- Reduced risk of employee litigation.

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TeamMax[®]

Increase your people performance.

- ▶ Our coaches will work with your business to conduct team building, brainstorming and training workshops.
- ▶ A wealth of ideas, talent, and productivity is locked in your staff. These workshops are designed to release that raw energy back into the business.
- ▶ Each programme is individually tailored to the organisation and designed to improve morale, extract ideas, and to advance the organisation.

What do we do?

1 | Review

After establishing your challenges and goals we will design workshops to address them.

2 | Conduct Workshops

These workshops could typically consist of:

a: Brainstorming

Conducting a workshop where we lead your staff through the brainstorming of ideas, or solving a particular problem.

b: Planning Workshops

Conducting a workshop where we teach your staff how to develop a strategy for their business area and then give them the forms to manage the plan.

c: Management Training

Many of our coaches are licensed assessors and implementors of the MAUS Mini MBA Programme, a detailed management training programme. Any of these modules can be implemented as workshops in the business, or the whole course can be run over a period of months.

d: Performance Improvement

Brainstorming with staff on their roles and responsibilities and what is important to the company. Development of KPI and standards for the business.

e: Team Morale

These workshops are designed to improve morale, as well as build confidence and business skills.

What are the task outcomes?

Each workshop is specially designed and tailored to provide you with the outcomes that you require.



What are the business outcomes?

New ideas.

Problem solving.

Improved management skills.

Improved morale.

Schedule Your Free Business Diagnostic



CEOMax[®]

Increase the value of your business and prepare an exit plan

The "CEOMax" Programme concentrates on bringing a group of CEOs together on a regular basis to help each other make better decisions, brainstorm, network, and workshop issues in a confidential environment. Typically this might involve a 2.5-4 hour workshop once a month. The meeting is chaired by the MAUS Coach who ensures that the meeting runs to a strict protocol but at the same time not sacrificing the relaxed and informal nature. Each CEO acts as a mentor to the other. The room effectively places the full experience of the group of CEOs to problem solve and help with the development of your company.

What do we do?

There are 3 different types of CEOMax networking programmes:

1 | Profit Improvement

Each month or quarter each CEO presents their numbers on a confidential basis. They talk about their successes and obstacles and pose to the board of CEOs any issues or problems that need solving.

2 | Leadership & Management

This consists of a monthly or bi-monthly workshop that uses the MiniMBA as the core training programme. The content is reviewed and each CEO works through the templates for his or her business.

3 | Value Maximisation & Exit

This is similar to the profit improvement workshop but the primary focus is the development and implementation of an Exit Plan.

What are the task outcomes?

Each workshop is specially designed and tailored to the group of CEOs.



What are the business outcomes?

- Networking.....
- Better decision making.....
- New ideas.....
- Problem solving.....
- Improved management skills.....
- Improved profits and revenue.....

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SystemMax[®]

Increase your people performance.

- ▶ Our coaches will work with your business to introduce proven worldwide systems that will improve your company's performance.
- ▶ You are an expert in your business; we are experts in the systems and processes.
- ▶ Together we will help you develop and implement the best systems and processes to make your business more productive, improve customer satisfaction and quality, and reduce legal liability.

What do we do?

1 | Organisational Review

We review your organisation and look for areas of weakness.

2 | Policies and Procedures

Typically most SME organisations do not have a clear set of policies and procedures covering the major areas of the business. Our coaches work with you to develop and implement these policies and procedures.

3 | Optional Modules

a: OHS

The supply and implementation of an Occupational Health and Safety set of procedures and policies.

b: Quality Assurance

The supply and implementation of documentation that will help the organisation meet the ISO 9001 standards.

c: Environmental Plan

The supply and implementation of documentation that will help the organisation meet the ISO 1401 standards.

What are the task outcomes?

We leave your business with a clear set of policies and procedures.

What are the business outcomes?

Improved productivity.

Improved quality.

Improved customer satisfaction.

Increase profit and revenue.

Reduced risk of legal liability.

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