



Atlantic Consultants

developing strategies for success

Atlantic Consultants is your partner in success

We help companies and their leaders create and manage change in people and processes so that they can get to the next level and maintain their competitive edge.

Together with Atlantic Consultants you can:

- Define and exceed your expectations for success
- Implement strategies to execute your vision for success
- Effectively create, lead and manage change
- Maximize your business, leadership and team capabilities
- Take your company and its leaders to the next level

At Atlantic Consultants
your success is our success

Overview

In the cycle of business there are crossroads that require people and organizations to change. Maybe there's new leadership, a shift in the competitive environment or a decision to merge or accelerate growth.

These are the times when you and your business could benefit from working with Atlantic Consultants. You might ask yourself:

- Do we have a strategic plan?
- Do we have a succession plan?
- Are our leaders motivating staff?
- Are we developing the next level of leadership?
- Are our teams communicating effectively?
- Are we managing change successfully?
- Are our employees positive and passionate?
- Does our board of directors collaborate effectively?
- Are we getting the results we want?

If you answered “no” or “not sure” to any of these questions, Atlantic Consultants can help. For almost 25 years, we've worked with businesses just like yours, from mid-sized privately owned or family-owned businesses to Fortune 500 companies, helping them achieve organizational and leadership success. We've done this in a variety of industries, from biotech to manufacturing, from retail to restaurants, from professional services to communications, and non-profits to public service.

At Atlantic Consultants, the breadth of our experience and expertise in business and people management helps us create the solutions you need to move your business to the next level—whether it's strategic planning, leadership development, or creating and managing change. It begins with defining your vision of success and moves toward developing customized solutions to your greatest hopes and challenges.

How can we help you?

Our Services

Atlantic Consultants provides a wide range of services to meet a variety of organizational needs. We work with individuals and teams, both onsite and offsite, with a full suite of methods and tools and training to equip you to address the challenges you face.

ASSESSMENTS

If you want to increase your performance or that of your key teams and leaders, assessments will quantify your current capabilities in both people and process. We take the knowledge gained through assessment to move people and process to the next level with our assessment/training coaching packages.

Our broad array of assessment tools, includes:

- 360s Leadership Inventories
- DISC
- Myers Briggs
- Change Management Profiles
- Team Profiles
- Employee Satisfaction, Morale

COACHING

Individual and team coaching can address a variety of challenges, from increasing leadership effectiveness to meeting and exceeding goals, from improving communication skills to managing and motivating others. Our extensive experience and expertise in both management and psychology can make the difference in helping people change their attitudes, beliefs and behavior in order to create a more powerful impact. At Atlantic Consultants, we offer all types of coaching, including:

- Founder/successor
- Executive and CEO leadership
- Team leadership
- New leadership
- Managing transition/exit strategies
- Partnership coaching

TRAINING

We develop training only after assessing your organization's needs. We use an action-learning module, putting the modules into action to practice new skill acquisition and change behaviors. Workshops are offered in half, one to multi-day formats; we recommend follow-up with coaching to reinforce learning and ensure new skills are implemented. Atlantic Consultants offers a wide variety of training workshops, including:

- Management/Leadership Skills
- Effective Communication
- Creating and Managing Change
- Post-Merger Team Building
- Conflict Prevention and Resolution
- Creating a Culture of Excellence and Innovation
- Accountability
- Customer Centric- Caring for Your Customers

We understand that changes does not solidify with one workshop. That's why we always recommend follow-up coaching and facilitation to integrate the results.

FACILITATION

A skilled facilitator can make the difference between success or stalemate, whether it's developing a strategic or succession plan, running a family business meeting or formulating team collaboration or a partnership. When the stakes are high, facilitation can pave the way to mutually successful outcomes. At Atlantic Consultants, we are skilled facilitators in a variety of settings, including:

- Business retreats
- Strategic planning retreats
- Team building
- Succession planning: leaving a legacy; creating a future
- Corporate regeneration

IMPLEMENTATION

You've learned the information and absorbed it. Now it's time to put that knowledge into action to achieve the results you want. Implementation closes the knowing doing gap. We can help you accomplish your goals with:

- Change management
- Strategic planning
- Succession planning
- Aligning corporate, department, personal goals

FAMILY BUSINESS CONSULTATION

Atlantic Consultants is a family owned business. We understand that family-owned and operated businesses bring a unique set of challenges and rewards. At Atlantic Consultants, we have a particular passion in working with family businesses of all sizes, public or private, helping them address their specific, and often multi-faceted, needs. As a family business, perhaps you want to assess your company's effectiveness, articulate your family's vision, mission and values, or develop a family business strategy.

Atlantic Consultants can help. We have the knowledge and the experience to help your family business achieve its goals, whether it's facilitating change and transition or coaching founders and their successors through the succession process.

We run a wide variety of family business workshops, including:

- Relationship Management
- Turning Sibling Competition into Collaboration: The Power of Teams
- Managing Communication and Conflicts
- What's Next? Exit Strategies for Leaders
- Leaving a Legacy: Creating a Future
- Succession Planning – Key to Growing Your Business to the Next Stage

NEXT LEVEL LEADERSHIP PROGRAM

Are you looking for a cost-effective solution to developing management and leadership competencies? Do you want something with impact, that extends the learning into the company culture? "Yes," you say. "But it's got to be deeper than a weekend quick fix."

You've found it: Atlantic Consultant's Next Level Leadership Program.

This cutting-edge program combines:

- Leadership/management training
- Assessment of core competencies
- 360 assessments and feedback
- Assessment of personality style and its impact on communication (DISC)
- Goal setting
- Training of core competencies
- Individual coaching
- Cross-functional team coaching
- 6-month, 8-month, and 12-month programs bring your leadership to the next level

MOTIVATIONAL SPEAKING

At Atlantic Consultants, we're often called upon to speak and inspire audiences on a variety of topics, in a variety of settings including trade shows, industry meetings, professional conferences and company meetings. Consider us for your next leadership training, business retreat or team meeting – speaking topics are always customized to the occasion.

Recent topics have included:

- Creating a Culture to Drive Excellence and Innovation
- Leaving a Leadership Legacy
- Igniting and Leading Change
- Closing the Knowing-Doing Gap

For more information on any of these services, please visit our website at www.atlanticconsultants.com.

Our Model

Companies and their leaders must constantly change and develop to achieve business success. Often companies need help facilitating that process. This is where Atlantic Consultants excels. We help companies and their leaders create and execute change in people and processes so that they can get to the next level.

We understand that business and their leaders have many similarities and unique differences. Utilizing a team approach we customize our process to fit your needs. With our model, Success Strategies, we will help you build the leadership and organizational strength your company must have to succeed and achieve or sustain a competitive edge.

In our model we partner with you to:

1. Define success
2. Assess current capabilities and areas to develop
3. Design solution
4. Train, coach, facilitate
5. Integrate results
6. Reassess

DEFINE SUCCESS

When we are brought into a company to partner in solutions, we begin by defining their vision of success. They may need to strengthen their leadership bench, help resolve communication challenges or align everyone with a strategic plan. Whatever the need, we are all working with the same definition and can now begin to find the current capabilities in our next step.

ASSESS CURRENT CAPABILITIES AND DEVELOPMENT AREAS

First we begin by listening, looking and learning about the current situation. The assessments quantify observations and highlight the areas for development. Our feedback gives you clarity about the strengths as well as the challenges. Our menu of assessments may include:

- Personality Profile
- 360 Feedback

- Leadership Styles
- Team Profile
- Cultural Assessment
- Employee Satisfaction
- Change Management
- Strategic Planning Assessment (SWOT)
- Values Analysis
- Team Performance

Whether it's improving the people or the process side of the company, assessments quantify where you are in current functioning and capabilities. In order to close the gap between current functioning and future success, we need to design a solution.

DESIGN SOLUTIONS

Now that we understand your unique challenges, we work with you to set goals and build a custom program for you to capitalize on your strengths and overcome obstacles to achieving organizational success. At the core of the solution are strategies to help you gain commitment and cooperation, build effective teams, resolve or prevent conflict, and strengthen leadership bench and breadth.

TRAIN, COACH, FACILITATE

At this stage, we work with teams and/or individuals through specialized training and workshops, facilitated strategic or succession planning retreats, team or individual coaching to engage employees, managers and leaders to help your organization make the changes you need. The excellent facilitation, training and coaching that we provide help systems, teams and individuals become more strategic, collaborative and proactive. The dual track program of leadership and organizational development helps achieve integrated results.

INTEGRATE RESULTS

When we are working on both people and process in the change continuum there is an impact on systems as well as the culture. The integrated results helps achieve a greater momentum of

productivity and focus by aligning corporate and department goals and maximizing capabilities.

One unique offering, Next level Leadership Program, is an example of an integrated process that includes management training, individual coaching and cross functional team coaching. The results is both individual and cross functional changes that moves the company to the next level. We understand that these changes aren't easy, and that they don't happen overnight. That's why

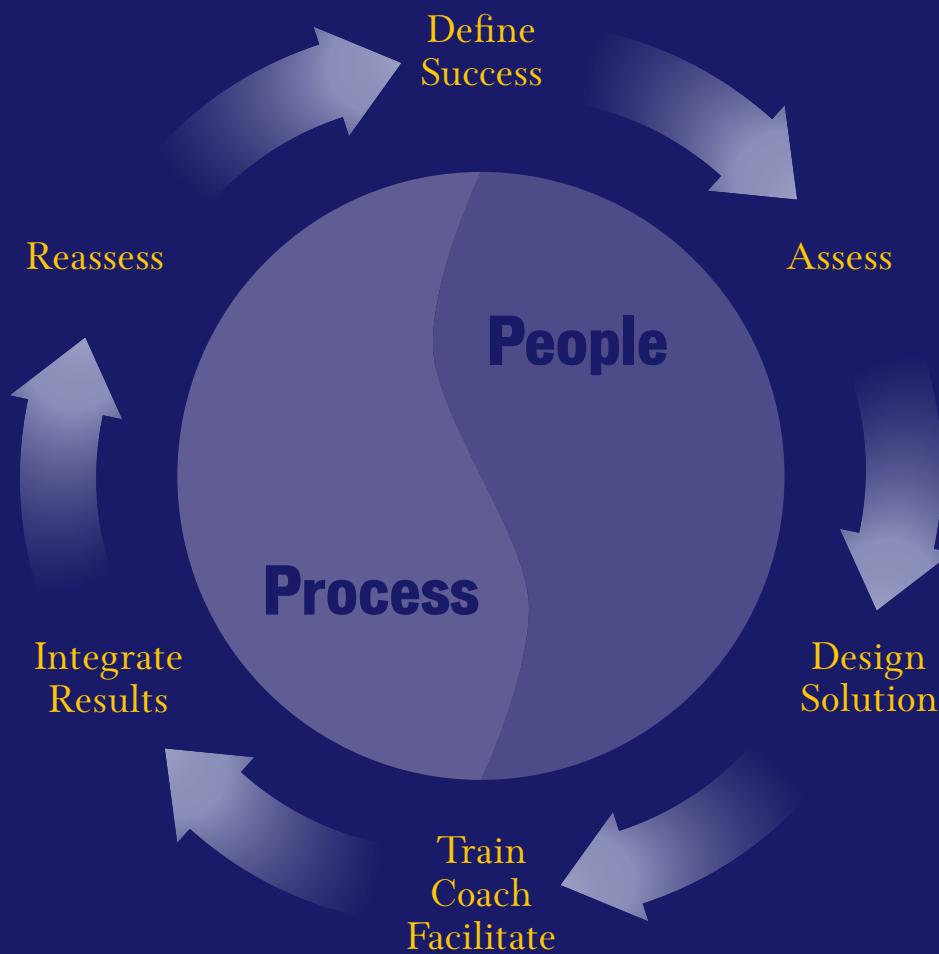
we also provide follow up to reinforce learning, monitor change and suggest course corrections.

REASSESS TO MEASURE SUCCESS

We aren't satisfied with the results until we reassess and ascertain that we have achieved the success you defined. As partners in your success we want to measure the results of the efforts and celebrate your success.

We consider your success our success.

Success Strategies to Lead and Manage Change



Who We Are



BONNI CARSON DIMATTEO, PRINCIPAL
Certified Management Consultant, Executive Coach

Management consultant, coach, trainer, entrepreneur and family business owner, Bonni has worked for almost 25 years with family-owned businesses, entrepreneurs, Fortune 500 executives and mid-sized businesses. She specializes in leadership, team building, change management, organizational effectiveness, communication skills and succession and strategic planning.

Bonni holds a master's degree in the behavioral sciences from Simmons College. In addition, she has completed post-graduate training and certifications in coaching, family business consultation and organizational development.

With her background and experience in psychology and management as well as being an entrepreneur and small-business owner, Bonni has a unique perspective that helps companies and individuals address their challenges.

She is a frequent contributor to business journals and newspapers; her recent articles have included "Strategic Planning Retreats for Non-Profit board of Directors," "Does Your Company Have the N.O.M.A.R Syndrome?" and "Igniting and Leading Change." Her booklet, *104 Tips to Ignite and Optimize Your Business and its Leaders*, was published in 2004. She has been spotlighted by the *Boston Business Journal*, the *Worcester Business Journal*, *The Wellesley Townsman*, *The Boston Globe* and has appeared as a guest on WHDH-TV. She is currently working on her next book, *Coaching Leaders to the Next Level*.

Bonni serves on the board of directors of Big Brothers Big Sisters and the Institute of Management Consultants. She has served as a mentor for Babson College's Center for Women's Leadership MBA program and is a member of the Institute of Management Consultants, Family Firm Institute, Boston Facilitators Roundtable, Boston Trainer's Roundtable, International Coaches Federation, Commonwealth Institute, International Coaches Federation, Organizational Development Network.



GERALD DIMATTEO, PRINCIPAL

Executive Coach

Jerry has been an entrepreneur, small business owner, family business consultant and executive coach for almost 25 years, focusing on how to help prevent and resolve conflicts, balance business and family issues, manage matters concerning inheritance and wealth, plan for succession and succeed as a leader.

Jerry has a master's degree in the behavioral sciences from Simmons College. His post-graduate work has included programs in organizational development, executive coaching and family systems. Jerry specializes in facilitation and coaching; assessing and diagnosing organizational function based on communication, behavior, flow of information, morale, work/life balance, culture and conflicts; as well as assessing and developing plans for

leadership development through coaching and training. His broad experience as a business owner, coupled with his training in the behavioral sciences, gives Jerry a unique perspective for assisting individuals and organizations in overcoming obstacles and achieving success. He currently oversees a staff of more than a dozen consultants.

Jerry is a member of the south Shore Chamber of Commerce, Boston Facilitators Roundtable and the Organizational Development Learning Group.

THE ASSOCIATES

Atlantic Consultants works with a select group of professionals who are experts in niche areas. Depending on the client and the project, these associates may be brought in to lend their particular expertise. Specialty services offered by Atlantic Consultants associates include, but are certainly not limited to:

- Business assessment
- Business valuation
- Buy-sell succession agreement planning
- Recruiting
- Career planning
- Financial planning
- Specialty assessment tools.

Testimonials

“Bonni has become a trusted, welcome member of our team, establishing rapport throughout all levels of the organization. She’s helping us achieve our vision of maintaining our unique corporate culture as we grow our employee base and expand our business. With her guidance, we’ve improved leadership, teamwork and communication across our divisions.”

Gary Ludden, President
Woodmeister Master Builders

“Atlantic Consultants provided both management training and team building for a high-level executive team. In both services, they did so with the utmost integrity and insightful depth that resulted in many positive outcomes for our company.”

Gordon D. Tibbitts III, President
Blackwell Publishing, Inc.

“Ms. DiMatteo was a delight to work with and she devoted a great amount of time in helping us to prepare for the retreat... helping us to focus on what we need to achieve at our retreat and how to go about it. We have made great progress thanks to her help.”

Nancy R. Kolligian
Chair, NAASR Board of Directors

“In a matter of 2 hours you really made a difference in my life... I feel so much better having a very clear focus for moving ahead—a focus that I feel very passionate about.”

Dan Williams
Co-Founder
Leadership Communications Inc.

“Atlantic Consultants was excellent at facilitating the strategic planning process to encourage ideas, diffuse time-consuming non-productive disagreements, and moved the group to conclusions... [they were] masters at encouraging and designing small-team breakouts and assignment and in rotating leadership...always showing preparation, creativity and enthusiasm.”

Charles H. Sherwood, PhD
President and CEO
Anika Therapeutics

“I recently took a training course Atlantic Consultants offered, and was so impressed, I encouraged my colleagues to have Bonni provide training for our entire staff.... She is cogent, thorough and motivational in her training, tailoring it to the audience level and finding ways to create dialogue and inspire learning.”

Suzann H. Vogel, LICSW, BCD
Senior Clinical Social Work Supervisor
Harvard University Health Services



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