

# MAP



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**OVER 60 YEARS OF  
BREAKTHROUGH RESULTS**

MAP@MAPCONSULTING.COM | WWW.MAPCONSULTING.COM | 888.834.3040





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# WHO WE ARE

"WE TACKLE TOUGH ISSUES THAT EXECUTIVES AND MANAGERS FACE EVERY DAY..."

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Founded In 1960, MAP has accelerated the growth and success of more than 15,000 companies and 170,000 executives nationwide. MAP combines fundamental business principles with the specifics of implementation. The proven MAP Management System™ focuses on the critical success elements or Vital Factors™ that will drive goal achievement and results for your organization.

MAP accelerates the performance of individuals, teams and entire organizations through our Management Development Program, Consulting Services and On-Site Programs. Our consultants are former CEOs and senior business leaders who are selected based upon their extensive experience and outstanding achievements.

MAP bridges the gap between theory and practice. We tackle tough issues that executives and managers face every day – the real world tasks of driving revenues and profits, optimizing cash flow, providing quality products and services, and building effective management teams.



# QUESTIONS

## TO ASK YOURSELF

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**1)** Is your organization performing up to your goals and expectations?

**2)** Does your business planning process drive sustained positive change?

**3)** How effective are the leadership skills of your managers?

**4)** Are key measurements improving to your satisfaction, e.g., sales, profits, quality, customer satisfaction, employee retention?

**5)** Does your organization really hold individuals accountable? Do you?

**6)** Is the management team effectively communicating to all levels?

**7)** How pleased are you with the personal growth of your management team?

**8)** How effective are you at coaching and mentoring your management team?

**9)** Are you achieving the desired balance in your business and personal life?

# HOW MAP CAN **HELP**

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IN TODAY'S COMPLEX BUSINESS ENVIRONMENT, IT TAKES A UNIFIED MANAGEMENT APPROACH AND CULTURE TO MEET GOALS, IMPROVE PROFITABILITY AND PRODUCTIVITY.

MAP's dynamic process equips organizations with proven management tools. Organizations see measurable improvements in performance, communication, teamwork, accountability and quality – all at dramatic new levels.

# MAP IS **DIFFERENT**

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- MAP is a proven process for **transforming your business and your life.**
- MAP places emphasis on **actions that produce tangible results** throughout the organization.
- MAP's highly customized approach **ensures clients receive exactly what they want** for their organization, business or industry.
- MAP's proprietary follow-up process is both **unique and powerful.**
- MAP's continued coaching and mentoring **supports sustained performance improvement.**
- MAP's active participation and commitment assures a **verifiable return on investment.**

# MAP MANAGEMENT DEVELOPMENT PROGRAM

## "ACCELERATING PERFORMANCE FOR INDIVIDUALS"

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MAP delivers a proven world class program for leaders and managers in any organization. This customized, unique program increases personal management awareness, effectiveness, and the business performance of each participant.

### INFORMATION GATHERING

Information is gathered about each participant and his/her organization to determine the vital issues. This process provides strengths, opportunities, key goals, issues, problems and suggestions for improvement. A customized approach fundamental to the program is introduced early in the process, specifically capturing the uniqueness of the organization and the leadership abilities of the participant, as well as input around the prioritized areas requiring the most attention.

### CUSTOMIZATION

Based on the information gathered, MAP identifies vital areas of concern as well as key opportunities for personal and organizational improvement. This crucial step further refines issues and formulates the basis for each participant's workshop focus. This critical phase identifies opportunities for the greatest and most immediate impact. MAP prides itself on focusing on the "vital few" – i.e., the 20% of the opportunities that will deliver 80% of the results.

### WORKSHOP

Facilitated by Senior Consultants, teams of 12-15 key leaders and managers from a variety of organizations meet to learn the MAP Management System™. Together, they gain practical tools to develop personalized goals and action plans unique to their business. Two concepts of The Map Management System™, "Vital Factor Teams" and "Team Consulting", allow participants to maximize utilization of their #1 asset – their people. Participants learn the "Goals and Controls" accountability system that enables them to recognize that measuring activities increases performance results.

### FOLLOW UP

Immediately after the workshop, MAP's unique follow-up process begins. This process combined with the MAP Management System™ – Vital Factor Teams, Goals and Controls and Team Consulting –ensures that:

- Participants and their organizations are focused on the vital issues that have the most significant impact on their organization.
- Participants are provided an accountability system to allow them to positively impact their organization.
- Participants receive one-on-one personal coaching and a formal assessment of their current progress.
- Participants attend additional goal setting and planning sessions with fellow workshop participants.

*All phases are proven and powerful. MAP's approach supports quality implementation and prevents reverting to "business as usual".*

# MAP CONSULTING SERVICES

"ACCELERATING PERFORMANCE FOR  
TEAMS AND ENTIRE ORGANIZATIONS"

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## CONSULTING SERVICES

MAP clients are able to tap into the experience and business expertise of MAP Senior Consultants who coach and assist their companies by providing a wide range of consulting services

## MAP MANAGEMENT SYSTEM™ IMPLEMENTATION

Vital Factor Team Meetings help companies and organizations successfully execute their goals at all levels while driving regular, routine performance accountability throughout the organization. A MAP Consultant helps each team member identify their Vital Factors™ and models the process of running an effective Vital Factor meeting. In addition, the MAP Consultant brings an outside evaluation of your Vital Factors™ and business processes while providing business coaching to improve the performance of your organization..

## STRATEGIC BUSINESS PLANNING

MAP helps your Vital Factor Team recognize the power of business planning and plan execution

## EXECUTIVE BUSINESS COACHING

MAP Consultants apply their years of practical management experience in coaching and developing senior executives to become more effective leaders and managers.

## TEAM BUILDING

MAP helps Vital Factor Teams increase their overall teamwork performance.

## STAFFING, HIRING, & RETENTION

MAP Consultants deliver best practice implementation strategies using MAP principles for attracting, retaining and developing top employee talent.

## BEHAVIOR ANALYSIS TOOLS

MAP uses state-of-the-art tools to assist executives in selecting new hires, developing people and learning to capitalize on their individual strengths.



# LEADERSHIP WORKSHOPS / FILM SERIES PROGRAMS

"ACCELERATING PERFORMANCE FOR INDIVIDUALS"



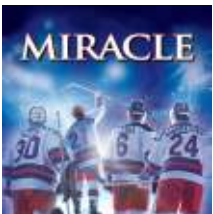
## **TWELVE O'CLOCK HIGH**

This workshop uses 17 scenes from the film, Twelve O'clock High as the backdrop for powerful leadership lessons. Evaluate your leadership effectiveness and how it impacts morale and results. Become aware of how leadership styles impact employees and how to leverage personal strengths to increase team pride morale, and productivity.



## **12 ANGRY MEN**

This highly interactive workshop offers powerful lessons of teamwork, delegation and accountability. Learn how to improve your individual performance both as a leader and team player while studying the attributes of successful teams and leaders.



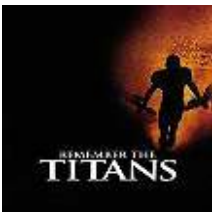
## **MIRACLE**

Through this inspirational film, Miracle, you will learn what it takes to be a successful and powerful team. You are going to evaluate the characteristics and behaviors of teams as we watch the 1980 USA Olympic Hockey team win an Olympic gold medal. We are going to discuss attributes of an effective coach and leader, effective coaching techniques, and motivation of teams.



## **APOLLO 13**

Through this high-energy, interactive session you will learn classic principles for overcoming obstacles, solving problems and making the tough decisions to succeed in this economy. You will learn how these leaders cope with the challenges and succeed, so you can apply these valuable lessons to situations at your company.



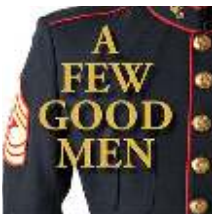
## **REMEMBER THE TITANS**

The classic 2001 movie, Remember The Titans is the true story of two Virginia high school teams in 1971 undergoing desegregation. Two football coaches with very different leadership styles set out to win a state championship with players who hate each other. This film will move you to think about what you are doing on a daily basis. Learn how to use your strengths and overcome weaknesses in making valuable contributions to the team.



## **SULLY**

In this film-based workshop, executives will analyze the fundamental elements of Competence – Composure – Courage – Caring and Collaboration, and discuss the role that they play in leading organizations during challenging times. Participants examine the role that leaders play in successfully executing "Survival Plans" when organizations are confronted with significant and unexpected challenges.



## **A FEW GOOD MEN**

Packed with powerful scenes and pivotal breakthrough moments, you will analyze the fundamental elements of ethics, character, integrity, loyalty and honor and the role that they play in organizations. Examine the role that leaders play in creating a culture where conscience, loyalty and honor can successfully coexist. Assess your level of precision, coordination and alignment within your organization and how it impacts overall execution.



# MAP ON-SITE VIRTUAL PROGRAMS

"ACCELERATING PERFORMANCE FOR  
TEAMS AND ENTIRE ORGANIZATIONS"

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## CUSTOMIZED ON-SITE PROGRAMS

The following are some of the onsite programs MAP can customize to your organization and people:

- Leadership Academy
- MAP For First Level Managers & Supervisors
- Communication Effectiveness
- Negotiations Training
- Sales Training
- Effective Time Management
- Conducting Effective Performance Reviews
- Change Management
- Project Management

## ADDITIONAL SERVICES

We offer customized in-person and virtual programs to support your overall development goals. MAP's workshops and trainings will challenge you to evaluate your leadership skills and open yourself to vital concepts that grow the business.

Don't see a solution listed below that you need? We have a wide range of solutions that we can customize for you. Fill out the form below and let us know how we can help.

- Customized On-Site Training
- MAP Digital
- Business Planning
- Executive Coaching
- MAP Film Series
- Retreat and Off-Site Programs
- Succession Planning
- Workshops

# THE DISCIPLINED LEADER

KEEPING THE FOCUS ON WHAT REALLY MATTERS

## WHAT DO THE BEST LEADERS HAVE IN COMMON? THE ANSWER IS ONE WORD: DISCIPLINE

A disciplined leader is one who identifies and focuses on the Vital Few: the 20% of activities that will drive 80% of the results. Learn how discipline can improve productivity, execution, and bottomline profitability of your organization.

## WHAT WILL YOU TAKE AWAY?

### LEADING YOURSELF

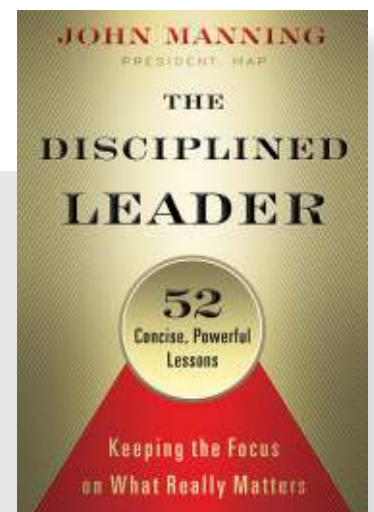
- Make a personal commitment to change
- Use values to improve decision making
- Improve productivity through better planning and time management

### LEADING YOUR TEAM

- Align your company through accountability leadership
- Create a competitive edge through team development
- Improve communication effectiveness

### LEADING YOUR ORGANIZATION

- Stay the course on execution
- Keep your company focused on the Vital Few
- Make an impact to your customers and beyond



**MAP'S  
NEWEST  
BOOK!**

# THE MAP APP

## ACCELERATE FOCUS AND ALIGNMENT WITH A PROVEN ACCOUNTABILITY SYSTEM

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### GOAL SETTING SIMPLIFIED

During most meetings, important goals are identified that are vital for individuals or teams to complete. The MAP App allows team members to quickly capture those goals in real time, improving everyone's focus and alignment.

### GOAL UPDATES IN MINUTES

The most important goals can get lost in the daily shuffle. With the MAP App, team members update the status of their monthly goals in a matter of minutes, keeping their manager and team members properly informed. MAP helps Vital Factor teams increase their overall teamwork performance.

### REAL TIME FOLLOW-UP

Once goals have been updated by team members, managers can follow-up via the chat feature within the app. These focused conversations allow managers to get additional information to help team members achieve their goals.

### ALL YOUR GOALS IN ONE PLACE

Leaders with large teams or members of multiple teams can easily lose sight of goals. When visibility is lost, accountability and goal completion are at risk. With the MAP App, the entire team's goals live in one place – for all to see – in an easy-to-read and navigate dashboard.

### SAVE TIME & MONEY

Incomplete goals are frustrating for leaders and teams, and can often result in added resources and investment to get back on track. Holding every team member accountable and managing performance on a weekly and monthly basis drives engagement and profitability.

[mapconsulting.com/map-app](https://mapconsulting.com/map-app)



# MAP UNIVERSITY

*The overall vision of MAP University ("MAP U") is to provide continuous, on demand access to the accountability-driving MAP Management System™ and to help our clients accelerate individual and team growth with customized progressions through MAP's customized tools.*

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## **24/7 ACCESS**

Job #1 for our clients is to work in and on their businesses, MAP U is open around the clock. Designed primarily for self-learning, the content can be complemented by in-person facilitation, coaching and leadership to best meets clients' needs.

## **DESIGN YOUR TRACK**

True to a university theme, MAP U offers various coursework, "major" and "degree" programs that build from foundational concepts to in-depth application of management and leadership best practices – all designed to create and sustain accountability cultures.

## **MEET IMMEDIATE NEEDS**

MAP U also provides an option for individual learners (or teams) to subscribe to a single MAP U course. For example, if a newly promoted manager needs to learn how to adapt his/her communications style to meet the needs of diverse stakeholders, MAP U has a course for that!

## **FAST-PACED & FUN**

Unlike most online coursework for management and leadership development MAP U is highly interactive, including dynamic MAP checklists, an "Ask My Coach" button, Vital Learnings, Take Action Tip Sheets, comprehension quizzes and more – and is suitable for learners at all levels of management.

MAP U courses average 30 minutes in duration. Badges and certificates are earned upon successful completion.

## **RAPID-GROWTH MODE**

Courses are currently under development. We are committed to meeting clients' needs and we're prioritizing course publication in response to expressed interests in breakthrough accountability solutions.

[mapconsulting.com/map-university](http://mapconsulting.com/map-university)

