



Are You Satisfied?

Have you ever wondered

why so many companies underperform or fail?
People work very hard and yet good results
are hard to come by. Why?

Take this Quick Quiz:

	Yes	No
Vision - of Company Clear?	<input type="checkbox"/>	<input type="checkbox"/>
Commitment - All in?	<input type="checkbox"/>	<input type="checkbox"/>
Values - Defined & Practiced?	<input type="checkbox"/>	<input type="checkbox"/>
Accountability - for Everyone?	<input type="checkbox"/>	<input type="checkbox"/>
Objectives - Clear?	<input type="checkbox"/>	<input type="checkbox"/>
Scorecard - Weekly?	<input type="checkbox"/>	<input type="checkbox"/>
Trust Levels - High?	<input type="checkbox"/>	<input type="checkbox"/>
Right People - on the Bus?	<input type="checkbox"/>	<input type="checkbox"/>
Ideas - Freely Debated?	<input type="checkbox"/>	<input type="checkbox"/>

If you are satisfied, we wish you well!

If you are challenged to improve and
aspire to excellence, let's get to work.

Yes, the quiz elements are important, but they
are only the beginning. The team, the culture,
the strategy, the market challenges, the
financials... all need to be considered. There is
SOOOOO much to do. Where does one start?

Thoughtful Simplicity.

We are a boutique consulting firm focused on
helping small to midsize clients work through
this very maze. We help bring CLARITY to your
Vision, Values, and Objectives. And then, even
more importantly, we will help you EXECUTE
- Get Stuff Done! Not only will you have a
stronger bottom line, but your people will be
happier and more productive.

“To me, ideas are worth nothing
unless executed... Execution is
worth millions.- **Steve Jobs**



- A Vision is the reason for your
Company's existence, why you do what
you do...
- Values define who you are and how
you choose to live and work together....
- Ambitious OKRs (Objective & Key
Results) shape your aspirations & path...
- The Vision Execution Tracker captures
all the key elements in just 2 pages!

“...the highest level of intelligence
is simplicity...” - **Einstein**

The 2-Page VET: How We Get Stuff Done

- **Annual meeting** : Developing / Reviewing: Visions, Values, and OKRs for the next twelve months.
- **Quarterly meetings** : Discussing past quarter's performance, setting OKRs for the next quarter, problem solving issues, and considering methods for further improvement.
- **Mid-quarter** : Pulse check-in with your team.
- **Monthly** : CEO updates, problem solving, and helping as needed.

Check out the **2-page VET**

Our Points of Difference:

- We combined the EOS (Traction) and OKR processes into a more robust VET model, which we customize to your needs.
- While other facilitators provide these services, few of them have had actual hands on experience running companies like us.
- Our Principal, Verinder Syal, has led Quaker Oats Foods, Rice-A-Roni, Ghirardelli Chocolate, Stella Cheese, and Filterfresh Coffee of Chicago.
- Verinder has firsthand experience buying and selling companies.
- He was an award-winning professor at Northwestern University.
- Verinder also wrote "**Discover the Entrepreneur Within**"

Verinder is a facilitator, teacher, guide, and mentor.

Some Success Stories

We met Company A when they were \$2 million in sales and worked with them for several years. Five years later, their sales exceeded \$20 million and were acquired by a large company at a high valuation.

Company B owned 2 buildings and developed an Objective of 25X footage growth within 5 years. They are well on their way to meeting this goal!

Company C developed a clear strategy, a cohesive vision, a unified team, and saw growth of 40%.

The teams working in these companies delivered strong results. Our guidance, process, and commitment helped them achieve their goals.

Other Services

Consulting | Mentoring | Workshop | Speeches

Please call us for a free consultation.

For additional case studies and access to our knowledge center, visit our website.

<http://thoughtfulsimplicity.com/>

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Some Testimonials:

(He) is humble in coaching the team... on our journey of improvement. His direct and challenging style can be uncomfortable in the moment, but the results he helps us create are extraordinary. I'm grateful to be able to access (his) wisdom, and I'm a better leader because of his support." - Bill Bennett, Founder & CEO, Novel.

Verinder has an uncanny ability to read people. He is an extraordinarily good facilitator, which comes from his 'people' insights." - Laura McKee CEO, Autism Home Support.

Verinder is a great guide for us through the EOS process, he takes the best of the EOS system and puts his own twist on it. He helps hold us accountable and push our business forward!" - Adam Justice, CEO, Grid Connect