



# Goal Alignment for Profit from Praxis

After leaving PricewaterhouseCoopers, Jean McClelland reestablished Praxis, an independent consultancy. Praxis was originally founded in Dallas, TX in 1984 and reestablished in 2001. Doing business as Praxis, McClelland has developed business strategies, workable project plans and effective implementation teams for companies from start-ups to Fortune 100.

**Jean McClelland, dba Praxis is announcing a new service to help companies align their team members to their corporate goals.** Throughout her career, McClelland observed that when people were nowhere near in sync with the corporate goals, the corporate goals either took longer to achieve or were not met at all. It's time to align!

What Goal Alignment Can Achieve	What Goal Alignment is NOT!
<ul style="list-style-type: none"> <li>👉 <b>Speed</b> – People working together get what needs to be done, done faster.</li> <li>👉 <b>Speed</b> to market; speed to profit; speed to implementation of new systems.</li> <li>👉 <b>Cost Savings</b> – Knowledge of entire systems within which a person is working often provides better insight to where costs can be saved.</li> <li>👉 <b>Employee Satisfaction and Loyalty</b> – When people enjoy their work, turnover is reduced and company loyalty is increased.</li> </ul>	<ul style="list-style-type: none"> <li>👉 <b>Counseling</b> – This will not solve personal or personality problems but may improve communication.</li> <li>👉 <b>Gripping sessions</b> – The facilitated discovery sessions find what's working and leverages the positive into effective solutions.</li> <li>👉 <b>Personal Goal Setting</b> – That's private information and companies don't need to be involved. However, if no personal goals are evident, they may be discovered!</li> <li>👉 <b>Expensive! Call Jean – 214.784.5525</b></li> </ul>

The methodology is classic, sound and simple, *but the results are exceptional!*

- ✓ Review the corporate goals to ensure they are relevant to today's new economy.
- ✓ Discover key processes to achieve those goals and the lead team members / employees that affect goal achievement through those processes.
- ✓ Create a bridge between leaders' personal goals and corporate goals through discovery workshops and/or personal/executive coaching. (Details available in person.)
- ✓ Measure the difference goal alignment makes and enjoy the cost savings, speed to market and other advantages of a team aligned to corporate strategic goals.

***Call and reference the OpenWorld conference report to receive a complimentary assessment.***

**Praxis ...putting theory into practice**  
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