



# Strategic Focus Alignment

Better Profits || Better Products || Better Customers  
**Better Company**

*"Joe has been working with me as a business consultant for about 9 months now. Working with Joe has completely transformed my business! Not only is Joe brilliant, but he is articulate, compassionate, and trustworthy. He really understands business, knows how to communicate that knowledge, and helped me to translate that knowledge into almost immediate results for my business."* **Mike Kreamer, CEO, PsyTech Solutions**

*"Joe is one of those few people with strategic thinking and at the same time sense and passion for detail. He can come up with completely new and innovative ideas, create business cases and make sure that all fits into one place and is delivered; really a character of many skills. Great guy to work with!"* **Karel Obluk, CTO, AVG**

*"Joe's ability to analyze problem sets, without even having prior knowledge on them, is pretty impressive. It actually exceeds most, if not all, of the intel analysts I've worked with."* **Redacted, MSgt, OIC Innovation, US Air Force Intelligence**

*"I have had the privilege to work with some great minds in my InfoSec career. No one has helped me understand, decide, and move forward with a vision like Joe. If you have an opportunity to spend time with him, take heed to his counsel as it is very sound. Joe's models are based in his experience in and around companies in different stages. He provides the tools and the confidence for executives to face the big rock they are staring at and make one cut at a time. Each one with the awareness of what the business will look like when you have completed the work set before you."* **Scott Markle, Owner/CEO, Checkmark Certified**

**Strategic Focus Alignment (SFA)** is a noun and a verb. It is a way of thinking about and acting on your business. Executives who use it achieve more by aligning the best version of themselves with the best version of their company.



We all have four domains of functioning that drive our behaviors, decision-making, and priorities. These domains have been known since the time of Aristotle and enhanced by modern understandings. This has a special meaning for owner/founder/CEO's. The unique insight of SFA is that, for you, these domains of functioning map directly to key business value disciplines. Your ranked order of these domains will imprint themselves on these value disciplines – but often unevenly – resulting in less than the best version of your company. And to the extent that you are unaware of your own domains – less than the best version of yourself.

SFA's value/benefit is that it provides you and your management team:

- a new lens for seeing your business more clearly
- a new lens for seeing yourself relative to your business
- an objective structure and vocabulary for decision-making and prioritization that accelerates success
- an impersonal tool for management conflict resolution that gets everyone on the same page faster
- a path to the best-version-of-your-company (and yourself)

Joe has been working with business owners since 1985 and developing and refining SFA since 1995. He has put SFA to work for companies from startups (including his own) to publicly traded companies. Whatever your size or challenge, SFA can help you see through the haze to exactly what is ailing your business. If nothing is ailing your business (congratulations on that!) SFA can help you accelerate your success even more.

**Call Joe! Start building your best company, today!**