



MANAGEMENT GROWTH INSTITUTE (MGI) develops products that stimulate and support management growth for business owners.

MGI helps CEOs answer key questions such as these:

- How can we improve our profit picture?
- Do we have the right people in the right places?
- What improvements can we make to operations?
- How do we help our sales people grow and contribute?
- Do we have the technology we need to increase profitability?

These questions drive Management Growth Institute's approach to serving small- to medium-sized businesses. These issues require CEOs to develop their own skills and those of their employees, to learn continuously, and to adopt and master essential technologies.

Through the customized consulting it practiced in its early years, MGI detected common patterns of a business in progressive stages of

growth. Few management programs addressed the questions CEOs and business owners face directly. MGI subsequently developed a variety of seminars, workshops and one-on-one consultation programs, customized by industry, for CEOs and upper management. They addressed topics such as:

- Finding and keeping the right people in the right positions,
- Determining which new technology will improve a business,
- Improving supervisory skills,
- Training sales people to do more for the company, and
- Managing a sales force.

Additionally, MGI established the Profit Enhancement Group (PEG). PEGs address the CEO's unique position. He or she must change and grow along with the employees and business. Yet a CEO lacks peers to challenge decisions, exchange ideas, and provide advice.

MGI is a family-owned business founded by David T. Barry in 1961 and currently led by Kathi Barry Albertini.

CEOs AND THE IMPERATIVE FOR CHANGE

Change drives all aspects of business. Let's look at Mary, the CEO and owner of a medium-sized business. Mary started in sales when her father owned the company. After a successful sales career, her father promoted Mary to sales manager where she further increased company sales through the other sales people. But, Mary stumbled when she became president. The financial statements confused and overwhelmed her. Instead of easy predictable days, she faced a constant stream of employees at her door. Mary often made the easy choice and took a sales call instead of listening to an employee or planning the schedule or working on the budget. She knew how to sell. She liked to sell. She had a proven record in sales.

We hear Mary's story often. The name varies. The gender varies. The path to becoming CEO varies. Often the CEOs we work with start driving a truck or running the manufacturing floor or managing the office. Yet once that employee takes on the leadership of the company, he often discovers he lacks some essential skills.

Today's CEO can't afford to make easy choices – though it's tempting. They must be prepared to tackle the toughest issues such as developing employees, and looking ahead and investing in new facilities for future growth. And to be able to take on these challenging tasks, they must schedule time for self-development.

I am a real proponent of the PEG. I always take away new information. Last time, I came home with almost a full page of things to do.

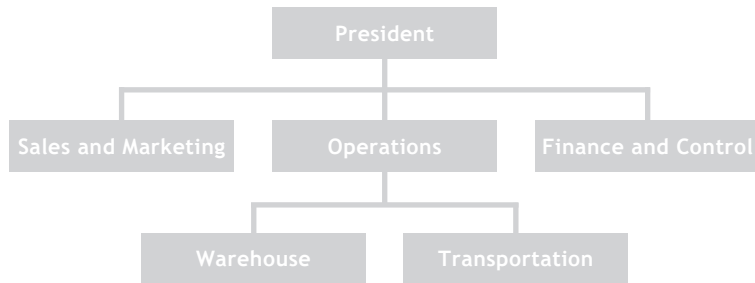
– Bill Naubert
of Washington Archives Management



THE PROFIT ENHANCEMENT GROUP (PEG)

MGI brings together CEOs of non-competing companies in the same industry to form a PEG. The group meets two or three times a year for two days at a member's business. Under the direction of MGI, members critique the host member's business and put pressure on each other to address tough issues. As members look at the host's business, they pick up new ideas and notice where their own businesses can improve.

Members might tell a CEO like Mary to get help understanding financial statements and managing her employees. Hearing that message from peers motivates her to take the necessary next steps. At the next meeting, members will ask Mary what she has done. Additionally, as she joins the group looking at another host's business, she will pick up other new ideas or perhaps learn more about how to deal with her issues. In this way, PEGs enable CEOs to develop themselves and stay current with their industry.



MANAGEMENT SEMINARS

Industry-Specific Seminars: The nuts and bolts of selling, controlling, managing, and staffing

Participants: Owners and top managers

Content: Presentations, industry case studies, best practices, topics for discussion suggested by participants, individual consultation with the workshop leaders, and informal conversations.

Length: One or two days



I thought the meeting was extremely helpful, particularly the discussions with others about family-owned businesses and succession.

— Michael Lenhard
of Eagle Business Archives

Get Away Seminars: Time for reflection

Participants: Owners, top managers, their spouses and other family members

Content: Offered at a resort location and focused on a single topic. Sample topics covered in the 97 Getaway Seminars previously conducted by MGI include: building a successful family-owned business, addressing top management issues including management development, exploring new markets, and preparing for retirement.

Participants attend seminar sessions, meet with faculty members for private consultation, and have the option to develop business opportunities either in the region where the seminar is held or with other workshop participants.

It's a relaxing break from the routine.

Length: Five-days

CONSULTING

Support For PEG members

Participants: PEG members recently critiqued

Content: An MGI consultant works with the PEG member and key employees to develop an implementation plan for recommendations received during a PEG critique. The implementation plan includes: prioritization of PEG recommendations, steps for implementation, assigned employees to implement, and a calendar for follow-up.

Length: One day on site with follow-up by phone.

One-Day Assessment

Participants: Business owners/CEOs

Content: An MGI consultant does an assessment modeled on the PEG critique. The on-site assessment of a business focuses on the client's areas of concern. Following the assessment visit, the client receives a documented analysis and written recommendations for the business in a format suitable for implementation and follow-up.

Length: One day on site with follow-up.

MGI Advisory Program (MAP)

Participant: CEO or key employee

Content: MAP targets a specific issue plaguing a business and provides an MGI consultant to work one-on-one with the CEO or a key employee on the issue. Initially the duo meets to map out a plan for resolving the issue. Follow-up communication continues by phone and/or email during the period.

Length: Two months – phone and email communication.

Individualized Services

MGI provides consulting services to small and medium-sized business owners tailored to meet the clients' needs. Once owners have described their consulting requirements, MGI then proposes a program to address the requirements and the appropriate consultant(s) to deliver the services.

MGI Consultants

MGI uses both staff members and outside consultants to deliver services. MGI Directors have both experience with the PEG process and business expertise in a functional area.



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