

BSG International

Presents

Qualities of Excellence[©]
Building Business Infrastructure
For The 21st Century

Organization Development
Process/Systems
Knowledge

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*Change is now,
but ever
processing*

Bruce

Organization Development Programs

Process/Systems Knowledge

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BSG INTERNATIONAL EXECUTIVE SUMMARY

BSG International takes a holistic approach to process/systems knowledge. Through class room and curriculum study, an awareness of operational processes is trained, developed and then applied.

Knowledge is power and in the hand of a organization's employees, this power is the driving force to operating as a uniform body or organism, with the company's standards and vision as the primary goal.

Introduction to BSG International

BSG International provides the external expertise to provide educational and training programs specifically designed to enhance your organization's competitive advantages and deliver more profits through the development or enhancement of a quality culture.

We recognize that there may have been, or is currently, training programs or templates that your company has invested in, but the BSG International program is evolutionary by nature. We integrate with, and improve on, past training and company strategic initiatives while focusing on the improvement of the core competencies required by organizations in order to be prosperous.

BSG International's full line of programs will provide personal, professional and process development skills. The outcome is an organization capable of cost reduction through an improved quality culture that promotes employee continuity and growth opportunities.

Our development platforms are listed as follows; **Curriculum, Team, Team Member, Leadership and Executive**. The Pathways of interaction and implementation are flexible depending on your organization's education/training infrastructure.

After many years of organizational systems and process assessment, our conclusion is that the organization's desire for quality is distracted by 4 primary barriers to quality.

They are:

1. Fear of expression and/or action
2. Lack of communication
3. Lack of procedure
4. Lack of training

Often times, the mentor or "change agent(s)" you are seeking is/are already present in your organization, so a portion of our role would be to develop your organization's program for excellence together.

BSG INTERNATIONAL PHILOSOPHY

Our system of thinking believes that the essence of value for any business is its employees. Ninety-nine percent of any employee-base consists of good people who have the inclination to do good or what is right. This belief includes the management, leadership and the 'front-line' workers alike.

The workforce already possesses the fortitude and moral strength to produce any piece of assigned work, regardless of the demands of labor. For the worker to meet these demands, the employer must furnish the means of support training, process implementation and accountability. The worker is only as good as the training.

Management must provide the necessary training in a strategically planned manner. For an employee to have an impact on the organization's perception to the surrounding business world, that employee must first go through a process of self realization, job task understanding, co-dependency and teamwork awareness, and product advancement. This personal awareness will afford the worker the opportunity to impact the whole organization and to experience personal professional growth as well.

The twenty-first century will demand a solid foundation for continuance and growth of business. We call this foundation the BaseValues® concept. This foundation of principles and rules determines conduct and habit, which in turn affects the employees common welfare. There must be a systematic approach to the elimination of the 4 Barriers and this demand can be met by the Applied Business Science®, or "ABS", curriculum.

The 4 Barriers, not individual employees, are responsible for process inefficiencies and conditions that create stress on workers. Management's responsibility is to identify and define services and processes, communicate that information to staff, and organize training and the monitoring of that training among staff. This must be coupled with an unconditional support from administration and the organization's leadership.

BSG INTERNATIONAL HISTORY AND EXPERIENCES

Spanning more than a decade, BSGI consulting services has developed and successfully implemented programs that produced results far beyond customer expectations. The curriculum was tested and improved in actual working conditions prior to market introduction.

We have accumulated in excess of 20,000 hours of research, development and implementation to outline our program. Our success has been used in a wide variety of businesses and markets including government and education, warehousing and distribution, and services and manufacturing. The communication and process skills acquired by the participants in our curriculum provide transferable application at work as well as home.

BSG International has launched a truly unique full line-training program, made possible by the Base Work Center® concept. This concept encompasses every job, process, step, procedure and department that can be managed, planned, scheduled, monitored and held accountable.

The training is delivered while your organization is in operation; it is managed change. BSGI clarifies and reinforces the values and ethics of a better organization to promote local, state, regional, and in some cases, national service impact. The result is open and honest communication and objective systems accountability and measurements. It encourages the professional development of employees supported by a corporate culture that emphasizes quality as its core competency. BSG International's goal is to provide the most return for the educational dollar invested. We focus on the application of the process instead of theoretical best practices so managers will quickly see the impact of training.

The end result of our integration with your company is employees are better equipped to perform in today's challenging, diverse, and ever-evolving work environment. It also prepares managers and supervisors to more objectively measure performance using proven techniques that build organizational team work, understanding, and therefore profitability!

The curriculum is tailored to the organizational needs and budgeting goals.

BSG INTERNATIONAL APPLIED BUSINESS SCIENCE®

In our Applied Business Science® program, BSG International provides training and educational programs specific to building the implementation tools needed to address employees abilities to Manage, Plan, Schedule and Monitor (MPSM). These skills are transferable and universal to the organization, regardless of department or job duties.

The predictable results from our Applied Business Science® is that as the organization evolves, the culture change reflects the acquisition of improved awareness of quality and process efficiency. The skills addressed in Applied Business Science®

- 1) Quality Culture
- 2) The 4 Barriers To Quality Awareness and Application
- 3) Formalization of the organization structure
- 4) The systems to manage, plan, schedule and monitor (MPSM®) agreed upon systems
- 5) Preventive and Correctional skills
- 6) Analytical skills
- 7) Personal, Professional and Process continuance and growth
- 8) Continuous Improvement of operations via employees

PROFILE OF CHANGE

As the directives unfold, events and actions will surface in key areas of organizational involvement.

- 1) **Personal Development:** The good and marginal habits of self, organization and co-workers are discovered with a course of action.
- 2) **Professional Development:** Transferable skills that apply job specific, become the hard assets and soft skills to the organization
- 3) **Process Development:** As processes are developed, systems are defined showing organizational opportunities through individual team members

EDUCATION AND TRAINING AVAILABLE

Class Training Options: The curriculum is advanced as required within your organization's time frame to achieve its operational and strategic goals.

- 1) The Curriculum
 - a) Classes, six (6) plus years available
 - b) Over 40 seminars and Workshops
 - c) New Employee orientation "as needed"

- 2) Teaching/training models
 - a) Train-the-Trainer, new trainees orientation
 - b) Available by distance learning
 - i) Satellite, internet enabled

Class Training Implementation: The pace of implementation is structured specifically to maximize your organization's ability to absorb and implement the training outcomes, while maintaining its level of productivity. All classes, seminars and workshops are related with a common thread and accountability.

1. Formalization of educational and training directives
2. Demands of change influenced by your customers, suppliers and competition
3. Adjustment by new employees demands, expansion, acquisition and growth

PERSONAL, PROFESSIONAL AND PROCESS DEVELOPMENT

Curriculum Advances: BSG International's experience gives a starting point with a defined path which takes into account your educational efforts and operational requirements.

Past: Educational efforts and expenses advantages

Present: Current events and efforts integration

Projected: Operational and implementation concerns

Processed: MPSM (**M**anage, **P**lan, **S**chedule and **M**onitor) of educational activities to hold accountable milestones of personal, professional and process development

Organizational Benefit: As the personal development is being enjoyed, professionalism evolves. The organizational training directives and vision strategies are realized by the organization, as true value. These leadership BaseSkills promotes a quality culture. All the organization is brought together with an awareness of the same goals and path providing single-minded focus.

BSG INTERNATIONAL AND ORGANIZATION PARTNERSHIP

The Support for Operations: The education/training must fit the skill set needed and/or required by operations to accomplish the organization's goals. BSGI provides the mechanisms and processes for a successful implementation. Employees Manage, Plan, Schedule and Monitor the implementation of "job specific" systems. A QualityCulture® is learned and shared by all employees. This "methodology" brings together co-workers and other department's awareness of the value of cooperation, for the benefit of the organization's goals.

Maximizing Training Benefit: BSG International has the ability to work with any training budget issues for planning and providing a curriculum addressing short fall budget concerns.

1. **Past:** Getting current value for efforts and dollars spent
2. **Present:** Addressing current organizational concerns
3. **Projected:** Proactive direction with curriculum
4. **Processed:** MPSM© existing values and blending with present and projected needs.

BSG International Involvement: BSG International has gained experience through actual involvement developing structured curriculum to blend with an organization's abilities and operational function.

1. Flexible with existing budget constraints and objectives
2. Starting points need specific:
 - a. Formalization of need
 - b. BSG Coordinators as needed
 - c. Educational training of training leadership
 - d. On-site and multi-site capabilities
 - e. The turn-key distance learning infrastructures
 - f. School of Applied Business Science

BSG Flexibility: BSG International has flexibility in delivering and content with aggressive pricing:

1. Computer based video streaming
2. On-site and computer blending of educational training classes
3. Utilization of existing educational training efforts
4. BSG is structured to meet the training needs of any size organization.

BSG INTERNATIONAL'S ORGANIZATIONAL DEVELOPMENT PLATFORMS

BSG International provides a holistic approach to process/systems knowledge. Listed below are organizational development platforms structured to equip organizations with the essential implementation for quality through organizational and process structuring, education, training and outreach.

Curriculum: BaseWork Systems® and the Applied Business Science Leadership® are comprehensive training systems strategically structured to evolve the organization's quality and product services to meet the ever-changing demands of their customer. This is accomplished through the use of video streaming, interactive team member handbooks, and *Breaking Through the 4 Barriers to Quality*.

Team: Each and every employee is considered part of the "team". The team will collectively work through critical pathways to develop, enhance, and eventually maintain personal, professional and process awareness. At the core of this awareness is BaseValues®. BaseValues® are the fundamental principles and values that drive a person's behavior. The team will be trained on how to demonstrate and monitor these BaseValues® in their area or division. The BaseValues® are structured around two rules of behavior: 1. Do what is morally and ethically correct, and 2. Treat others like you want to be treated.

This training focuses on 5 main areas of proficiency:

- Team Meetings: How to develop as a team player
- Problem Solving: The four problem solving processes
- Task Team: Focused, team-diversified strategic implementations
- Process/Systems: The BaseWork Center Assessment®, a meticulous systems assessment with identification of improvement opportunities
- Training and cross-training team members: Carryover and teaching skill development

Leadership: The training leadership (or "TL") is, in effect, the organization's mentors or 'change agents.' These employees master the "five areas of proficiency" through a closely monitored series of organizational systems application. The skills gained through this application are used to retrain the team members in their specific areas of expertise and control. The evolution of this training in the front line, supervisory, and managerial staff will provide a wealth of creativity and perceived job-task ownership that will strengthen the organization and better position it for growth and/or expansion in the future. The opportunity to lead is available and encouraged for all team members.

Executive: An executive-exclusive level of continuing education provides the organization's executive leadership with curriculum in six areas of skill development:

- Quality awareness: seeing the organization through the 4 barriers to quality awareness
- Quality infrastructure: organizational structures
- Process and systems development: formalizing agreement of process and systems
- Preventive and corrective actions: Proactive intervention
- Analytical skills: Data-based verses emotional-based decision making and reasoning
- Personal leadership skills: Personal and professional growth

SCHOOL OF APPLIED BUSINESS SCIENCE

BSG International offers an Applied Business Science certification through Colorado State University for organizations looking for further credentialing or employee training. This credentialing also serves as a great networking and outreach opportunity for an organization's customers, partners, and suppliers.

AWARENESS CENTER

The Awareness Center applies the above listed platforms to state, government and community-based organizations including K-12 education, churches, clubs and other public places of need. This program also allows for participation through selective scholarships (complements of BSG International) based upon the proven financial needs of the organization and/or individual.

BSG INTERNATIONAL ORGANIZATION DEVELOPMENT PATHWAYS

Now that the development platforms have been established, we would like to review the pathways of implementation.

The pathways listed below are foundational with flexibilities depending on your organizations' needs. The pathways can stand alone or be combined to meet your organizations' personal needs.

On-site of your organization: A BSG International Coordination on site of your organization either full day or half day. Depending on your existing educational infrastructure and employee count.

Off-site of your organization: BSG International can provide retreats, BSG Awareness Center locations, etc.

Webcast: Education/Training through computer based training. The webcast can be from BSG Awareness Center or downloaded onto your organization's network.

HOW TO GET STARTED

BSG International would like to be your education/training partner. We have listed below a few options that can be used either alone or in combination to address your training and operational needs.

- Option 1:** Suggested applications; (see page 10)
- Option 2:** The introduction of the 4 Barriers To Quality Awareness Seminar:
Who should attend? Leadership, education training personnel, management/supervisor, non-management, support staff. Review with operational leadership, including field/service, maintenance, production warehouse/shipping and receiving, and inventory/staging. The order/request support/processing of our product/service
- Option 3:** The assessment of the organizational concerns
- Option 4:** Introduction to the Applied Business Science© Curriculum
- Seminars
 - Workshops
 - Class/Training
- Option 5:** Introduction by specific use
- Management systems
 - Non-management systems
 - Internship for future leaders and employee retention programs
 - Structured continuous educational classes
- Option 6:** The assessment of the existing education/training programs
- Benefitting from skills and systems already in place
 - BaseWork Systems as a management system for existing education/training
- Option 7:** Strategic Planning for Educational Training strategies to maximize the following;
- MPSM past, present and projected strategies from implementation to realization
- Option 8:** BSG International: BSG is capable of providing curriculum to support both short and long term needs
- Option 9:** Starting your own **School of Applied Business Science©**
- Contact:** Bruce@brucesnell.com Karen@brucesnell.com www.brucesnell.com

The following are suggested applications of BSG International

<p>Growth Organizations</p>	<p>For organizations that are experiencing a 15--30% annually growth • To build for continuance (today) and growth (tomorrow).</p>
<p>Organization Development for Continuance and Growth</p>	<p>For organizations that are experiencing 1-14% growth and are challenged to get to the next level. Model for expansion.</p>
<p>Organization Expansion Acquisitions Venture Capital Investor</p>	<p>Start ups • Pre-Acquisitions review • Acquisitions • Selling/Transition • Review of existing systems • Review of existing organizations that are in your asset management. Sound growth accountable.</p>
<p>Private, Public, Profit and/or Non-Profit Organizations</p>	<p>Review of existing systems • Leadership Succession • System Accountable • Growth/Expansion with expertise from within.</p>
<p>Executive Level Education/Training</p>	<p>Develop new leadership and the organization's Management Systems • Leadership with a system for Intinuous Improvement.</p>
<p>Graduate Level Education/Training Transferable BaseSkills[®]</p>	<p>The how to "Leadership BaseSkills[®]" with application through Applied Business Science[®] Awareness Centers[®].</p>
<p>Family Owned Organizations</p>	<p>Start ups • Pre-Acquisitions Audit • Acquisitions • Review of existing systems in your organization • Succession of ownership/leadership • Family heirs.</p>

ENDORSEMENTS OF *BREAKING THROUGH THE 4 BARRIERS TO QUALITY*

“Bruce Snell provides a refreshingly, humanistic, and ethical approach to building business infrastructure in an age of unrelenting cartoon-sarcasm about management. Watch out **Dilbert**, *Breaking Through The 4 Barriers To Quality*© will take the horns off of your bosses’ head!”

—Fred Fourcher
CEO, *Miralite Communications*

“This book is right on target for those looking for the means to identify the problems related to quality and also the solutions.”

—Mike Smith
General Manager TCI Berlin A Wholly Owned Subsidiary of Michelin Tire.

“Finally, someone has taken time to figure out the detailed process of implementing quality in American business. Bruce Snell is leading the crusade for quality in America.”

—Nick Anderson
Executive Director, Mesa Research Institute & Adjunct Professor
University of Southern California

“Bruce’s background is that of a common man for which he is proud. However, *Breaking Through The 4 Barriers To Quality*© is that of genius our generation has not experienced. Where have all our leaders gone? I’m not sure, but the qualities and achievements of **Bruce Snell personify leadership.**”

—Ted Carrico
President National Association of Postmasters of the United States

BSG INTERNATIONAL & ASSOCIATES PARTIAL CLIENT LIST

Abbott Diagnostics Labs
ABPTD
Allied Signal
Baker Commodities
Bell Telephone of Canada
Boeing Company
Bridgestone / Firestone
Coca-Cola U.S.A.
Colorado State University
Delphi Automotive (GM)
Diners Club
Eastman Kodak Company
Ems Direct
Front Range Community College
Global Speak. Com
Governors State University

Hanson Equipment
Harbert Lumber
Hewlett Packard
Hoffman - LaRoche
Hughes Aircraft
IBM Corporation (Boulder CO)
Kao Information Systems
Kelley Air Force Base
L.V. Chamber of Commerce
Lucent Technologies
Malcolm X University
Martin Sprocket
NAPUS
NTU
Ohmeda Health
Paccar - Kenworth

PBS Business Channel
Poma of America
PPG - Industries
S.C. Dept of Education
S.I.I.A.
Seagate Technology
Stryker
The City of Grand Junction CO
The City of Greenville SC
U.S. Steel
U.S. Food and Drug Admin.
U.S. Army Yuma Proving Ground
United Parcel Service
University of Illinois
Unified Technical Education Campus
Xerox Corporation