



THE **CORPORATE** **BODY SCAN™**

A UNIQUE APPROACH TO SIGNIFICANTLY
ENHANCE BUSINESS PROFITABILITY



THE BAR HAS BEEN RAISED

Operating a business today is more challenging than ever! Most companies are squeezed by increased costs, aggressive competitors or relentless customer demands—and it will only get tougher in the future.

The question most of our clients ask is, “How can my company effectively compete and improve its bottom line in these conditions?”

The answer is, “The Corporate Body Scan™, a revolutionary business process that can significantly improve profitability—even in the most competitive conditions.”

THE CORPORATE BODY SCAN™

The Corporate Body Scan, the flagship tool of the SOAR to Strategic Excellence Program, is a diagnostic and performance improvement process. Much like an MRI, it quantifiably measures the health and potential of a business. It determines what the business does well and what it can do to outperform the competition and enhance profitability.

It can be used as a stand-alone tool or as a catalyst for a set of follow-up tools.



HOW THE CORPORATE BODY SCAN IS UNIQUE

- One-day event.
- No participant preparation required.
- Based on the company's own knowledge of the business—not an outsider's opinion.
- Provides an in-depth, quantified evaluation of the business.
- Identifies opportunities to make significant improvements in performance and profitability.
- Effective early warning system for potential business ailments.
- Provides results on the spot so improvements can begin immediately.
- Extremely cost-effective.

FOR MORE INFORMATION: www.sikich.com/SOAR

THE **BENEFITS** OF THE CORPORATE BODY SCAN

The Corporate Body Scan provides your business a diagnostic evaluation and a set of profit improvement tools that have a demonstrated track record of success. Its cost-effective, one-day time frame produces results that most traditional approaches take weeks to achieve.

The Corporate Body Scan helps you:

- Achieve significant performance and profit improvement.
- Move from diagnosis to improvement faster.
- Compare your business to World Class Performance.
- Build strong buy-in and ownership.
- Generate dialogue, energy and consensus.
- Stimulate action.
- Provide a significant learning experience.

You will have access to a suite of implementation tools, which can be used to help you achieve your full potential, as identified in The Corporate Body Scan report.

FOUR PILLARS OF **STRATEGIC EXCELLENCE**

The Corporate Body Scan measures a company's effectiveness in the four major areas of Strategic Excellence. Each major area is further segmented into four focus areas, encompassing the 16 key areas of Strategic Excellence.

Strategy & Vision

Identifies whether the business has picked a path that positions it to succeed and outperform its competitors.

Organization & Culture

Assesses whether the company's employees are qualified, trained and motivated to turn the Strategy & Vision into reality and whether the work environment facilitates success.

Accounting & Finance

Determines whether the business has the information to enable educated, relevant and optimal decision-making—as well as the cash resources, systems and controls to achieve its strategy.

Responsiveness & Execution

Evaluates the effectiveness of the company's operational execution and how well it responds to its customers' needs.

WHO USES THE CORPORATE BODY SCAN

The Corporate Body Scan is ideal for a middle market business that meets the following criteria:

- Revenue ranging from \$5-\$250 million;
and/or
- Number of employees ranging from 30-1,000

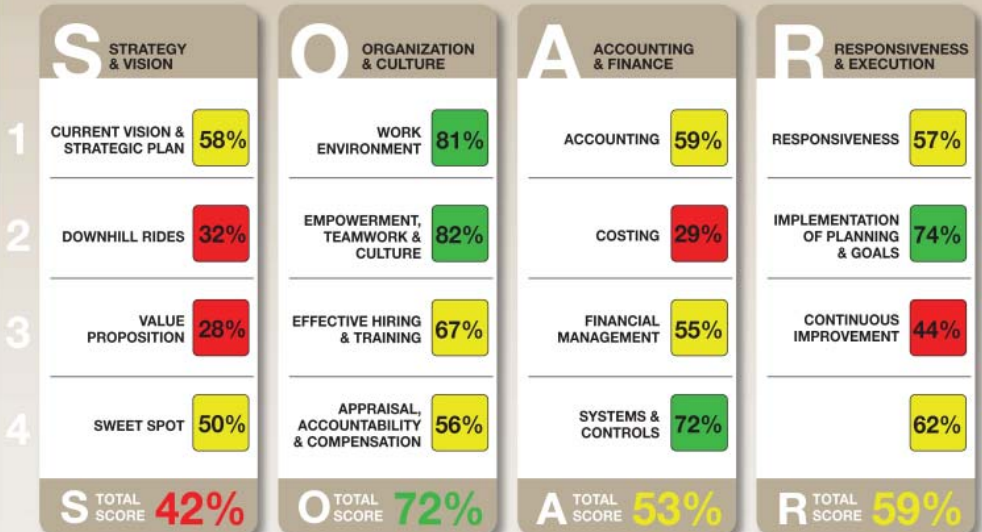
Many elements of The Corporate Body Scan can be equally effective in smaller businesses or divisions of larger companies.

The Corporate Body Scan can help you make improvements in your business regardless of your current financial performance.

SOARcard™



■ STRENGTH ■ NEEDS IMPROVEMENT ■ OPPORTUNITY



Total SOAR Score **57%**

THE SOARcard™

At the end of a Corporate Body Scan event, your Certified SOAR Consultant presents a customized SOARcard to put you on the path to improving your business and bottom line.

The SOARcard summarizes the analysis of 16 key areas of Strategic Excellence. It provides easy-to-understand color coding to highlight strengths as well as the greatest opportunities for improvement.

THE NEW STANDARD

SOAR is truly an exciting, revolutionary business process. Talk to your SOAR Consultant soon to explore how your business can SOAR.

SOAR SUCCESS STORIES

ERICSON – “SOAR got us to face up to our strengths and weaknesses, allowing us to learn and grow.

SOAR is much more powerful than traditional consultative approaches and it helped create a much more energized management team.”

WESTFIELD BANK – “SOAR identified meaningful, timely and useful information that has enhanced our focus. It was money and time well spent.”

LANDMARK – “This was stimulating and productive from many perspectives. It helped to sharpen focus on other areas where we can be better. It allowed all of the team to look at the business differently and to openly see how all areas interrelate. This was a very good team building event.”

GENERAL CHEMICAL – “Very valuable. We identified opportunities to improve that we were ‘blind’ to. We are now more focused and motivated. Excellent tool.”

CERTIFIED SOAR CONSULTANTS

Michael J. Palmatier

Partner-in-Charge

Certified Public Accountants & Business Advisors, Naperville Office
1415 West Diehl Road, Suite 400, Naperville, IL 60563

Phone: 630.566.8554

mpalmatier@sikich.com

George K. Malina

Partner-in-Charge, Accounting Services

1415 West Diehl Road, Suite 400, Naperville, IL 60563

Phone: 630.566.8475

gmalina@sikich.com

Thomas E. Bayer

Partner-in-Charge, Performance Measurement Services

3201 West White Oaks Drive, Suite 102, Springfield, IL 62704

Phone: 217.862.1704

tbayer@sikich.com

Joe Kulek

Manager

3201 West White Oaks Drive, Suite 102, Springfield, IL 62704

Phone: 217.793.3363

jkulek@sikich.com



www.SOARcard.com

© Copyright 2010, The Parkland Group, Inc.

SOAR to Strategic Excellence™ is a division of The Parkland Group, Inc.

SOAR to Strategic Excellence™, SOARcard™ and The Corporate Body Scan™

are trademarks of The Parkland Group, Inc.

All Rights Reserved. Patent Pending