



Providing clarity

Maestro™ Performance Insights Workshop

“As a result of Maestro, we are becoming a much more proactive company, and one that makes the best use of its talent. Based on our focus on new initiatives, we are already experiencing success in the marketplace.”

— Gordon Dorrett, President and CEO,
FORREC Limited

Maestro™ is an interactive one-day workshop that explores the specific factors influencing the business performance of your company by assessing your company’s ability to execute on its goals. The workshop helps you identify and prioritize activities that will drive your company’s long-term success.

We will lead your leadership team through a series of discussions that will allow you to:

- gain insight into the performance of your company
- obtain alignment on the long-term objectives of your business
- identify current areas of strength as well as opportunities for improvement
- identify specific actions to drive improved overall performance
- prioritize actions and assign responsibilities and timelines
- determine next steps to address the highest priority opportunities

Throughout the day, we will share our experience and the leading practices we have helped private companies adopt. You will walk away with a blueprint to take your business forward.

Successful private companies use a strategic approach to prioritize, align and sustain their business activities.

Maestro™ helps you look beyond the financial and operational aspects of your company, to provide clarity on how your people, processes, technology and plans are working together to support your company's goals and objectives.

Clarity of purpose: using a collaborative process that encourages shared ownership in solutions, we will help you focus a discussion around the challenges preventing your company from reaching its goals.

Clarity of vision: you will be able to clearly identify and articulate your business objectives so you can focus on your goals, and pursue those goals with confidence.

Clarity of priorities: you will be able to focus on activities that really matter and get results that really count.

Clarity of direction: you will walk away with a plan to get you where you want to be.

A Four-Step Approach

1. Initial brainstorming: We facilitate a discussion to develop an understanding of your company's goals, aspirations and growth opportunities. Next, we focus on the issues and challenges preventing you from realizing these objectives.

2. Diagnostic survey: Prior to the workshop, a survey is ideally sent out to all of your employees, or alternatively, just to your leadership team, to form an assessment of where your company is at now. During the workshop, the leadership team completes the same survey, but with a view to where they would like the company to be in three years. In a short timeframe, the gaps between your current and targeted performance are assessed.

3. Interactive analysis: We use visuals of the data to then lead your leadership team through an analysis of the survey results and together we uncover the factors influencing the performance of your company.

4. Action plan: Together, we explore the areas of opportunity to close the gaps identified. These opportunities are assessed in terms of impact on the company and prioritized according to the time, cost and complexity of implementation. For each opportunity, accountabilities are assigned, time-lines are established and next steps are agreed upon.

A final report will capture our discussions and key learnings from the day and will provide an action plan to help drive your business forward.

Who to call

Calgary

David Turner
403 509 6624
david.turner@ca.pwc.com

Edmonton

Jerry Kavanagh
780 441 6815
jerry.kavanagh@ca.pwc.com

Halifax

Philip Clarke
902 491 7445
p.philip.clarke@ca.pwc.com

Ottawa

Joanne Johnson
613 755 5955
joanne.johnson@ca.pwc.com

Montréal

Caroline Émond
514 205 5103
caroline.emond@ca.pwc.com

Sebastien Doyon

514 205 5382
sebastien.doyon@ca.pwc.com

Toronto

Michael Epstein
National Maestro Leader, PwC
416 218 1550
michael.epstein@ca.pwc.com

Stuart Smith

416 869 2324
j.stuart.smith@ca.pwc.com

Vancouver

Scott McLean
604 806 7113
scott.mclean@ca.pwc.com

Scott Fitzsimmons

604 806 7112
scott.w.fitzsimmons@ca.pwc.com

Winnipeg

Jeff Johnson
204 926 2441
jeffrey.b.johnson@ca.pwc.com

Kevin Berry

204 926 2439
kevin.r.berry@ca.pwc.com

www.pwc.com/ca/private