



WijmanCoaching Company Presentation

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<http://www.wijmancoaching.com/>



WijmanCoaching: our focus

Business leaders know that **implementation** is the toughest part of strategy:

- The biggest challenge is aligning your people,
- off-loading to “institutional” consultants does not work,
- it is best to do it yourself with a “coach” who’s had experience in guiding organizations around the pitfalls and through the barriers that invariably appear,
- it requires the ability to guide and manage change – in attitude, concepts, processes and capabilities.

WijmanCoaching is the solution; we focus on strategy implementation and change management through experience based coaching.

Iva Wilson President, Philips Display Components

“Joep supported me in the change management project that was very sensitive in nature and difficult in execution. I deeply appreciated his feedback and support and view him as somebody who understands how to support executives in their strive to make the changes in the organizations to achieve improvements in results.”



What we do

- We coach strategy implementation and aligning your people.
- We model, program and facilitate company wide change.
- We help improve your marketing capabilities to make the all-important growth portion of your strategy work:
 - measure and enhance the maturity of your marketing processes,
 - assess and improve your touchpoints,
 - develop your marketing organization and competence.
- We develop learning programs to support strategy deployment and implementing change.

Mike Holzer *Owner, Business Growth Advisors*

“I was a consultant working with Joep and observed first hand that he is an exceptional driver of change. He led a critical change initiative across a major corporation to help that company become more market driven. Joep guided development of needed content, helped develop and conduct training, and most importantly, provided the leadership needed to accomplish the change mission. Without Joep, the initiative wouldn't have made the progress it did. Joep brings an unusual combination of vision and relentless attention to detail needed to both structure and implement significant business change initiatives.”



How we work

- We listen first and provide a sounding board to ensure
 - we understand your issues and
 - what it is you want to achieve
- We explore with you how we can help, defining deliverables and way of working
- We present a proposal with go/no go milestones to assist you in
 - shaping the change and implementation agenda
 - building connectivity
 - embedding capability
- And our engagement is built on the philosophy that
 - Implementation is the hardest part of strategy, change and improvement
 - Companies oftentimes need a coach who can flexibly work **with** them for conceptualization, programming, workshops, measurement.

Sandeep Dayal Senior Vice President, Cerenti Marketing Group

“Joep has senior executive coaching skills built into his DNA. I worked with him on a complex engagement to transform and reenergize the marketing capability of a large and global business. Joeps’ extensive experience and unique approach to problem solving helps the teams and executives to get quickly to the right answers and establish pragmatic roadmaps for execution. For companies that need to deliver fast and fundamentally enhance the capabilities of their executives while doing so, Joep can make the difference between ordinary and extraordinary success. And of course, it is always enjoyable to work with him.”



Why choose WijmanCoaching

Joep Wijman has helped a Fortune 100 company successfully implement a new growth strategy. He has 30 plus years experience spanning many functions and continents, and he is an expert in dealing with multi-cultural groups.

WijmanCoaching is able to:

- be strategic in thinking while understanding and appreciating details;
- work with teams to produce productive action;
- design processes that lead to effective implementation and change;
- help people deal with change;
- develop the educational and e-Learning programs that make change and capability improvement stick.

So that you and your people can be confident of achieving your business results.

Sander van der Blonk Managing partner at RapidSugar

“As a business consultant, Joep is a seasoned professional, capable of pinpointing the core of the issues that need to be addressed. It is a real pleasure to work with him.”



Joep Wijman

- Joep Wijman holds a Masters degree in Organization Psychology from the University of Amsterdam.
- Throughout his career he has been leading and teaching organizational change, strategy implementation, process management and improvement, marketing capability improvement, knowledge management and educational programs.
- Joep successfully worked in great depth and breadth with one of the world's leading electronics companies to transform it from a factory mindset to a market mindset.
- He has extensive experience coaching groups to form conclusions that drive actions with tangible business outcomes.

Joep is a change management consultant with a proven track record of delivering results.

Simon Huckle *Director of Marketing Programs, Philips Semiconductors/NXP*

“Joep is a committed professional, who was core to the change process working as an executive management consultant for Philips. In this role he delivered companywide change and specifically improved marketing capabilities. Whilst I worked for him in a cross functional Philips wide team, he showed commitment, that he was trustworthy, fully able to deliver his professional skills in an open and honest way. His respect for others in his team and his ability to acknowledge their work and idea's, fostered a mutual respect in the team and delivered on the agreed objectives.”



B a c k U p

What we do – examples

Who we work with – our partners



In a Fortune 100 Electronics company:

- Joep co-created the initiative to become market driven. This included the first ever marketing workshop for the Board and Group Management Committee. He co-developed a follow up program including the creation of the position of a Corporate Chief Marketing Officer, a Chief Marketing Officers Board, and a 10-point action program.

Key elements of the action program were improving marketing capabilities and deploying the new Brand Positioning for which Touchpoint master classes were developed and executed. It was overseen by the President and the newly appointed CMO.

- In this context Joep also implemented a tool and an on-line collaborative platform, to assess and improve marketing capabilities to achieve targets set by the President.
- To support improving marketing capabilities and deploy the Brand Positioning, Joep developed and published a suite of 16 e-Learning modules.



In a global Display Components company:

- In the context of a major change involving the lay off of 4.500 (of 24.000) employees, Joep designed and facilitated the global and regional rollout of a company-wide change program. The program involved project teams in all locations of the company across the world. In this context new structures and roles were developed and implemented for the European, Asian and North American Regions to align with the new governance the company adopted. This brought about focus, global teamwork and market/customer orientation to the Display company; revenue increased with 56% in a 4-year period and profit with 234%.
- On behalf of the CEO of the Display company, Joep led the project to re-engineer and document the Innovation Process. Objective was to implement the new innovation strategy and ensure marketing and development alignment, while pruning the portfolio and make the innovation efforts more effective and efficient. The project involved multiple teams and over 100 team members spread over all continents and product lines.
- Joep developed and implemented an integrated business planning process with focus on re-shaping the Quarterly Rolling Forecast and aligning it with the strategic and the operating plan. Objective was to deploy the new Company financial strategy to dramatically reduce reporting time and increase transparency and credibility for shareholders and investors. The project involved a small team working in all units across the globe and was steered by the CEO and CFO.



For a Dutch ICT system company

- As an independent consultant Joep facilitated for a major Dutch Software Systems Company a turn around from a product to a market oriented organisation, which included developing business planning and target marketing. Many teams were involved and the CEO and his executive team steered the effort.
- Subsequently the company was successfully introduced to the Stock Exchange (NMAX) and turnover rose from € 21 Million in 1993 to € 31 Million in 1997. Profitability went from € 2,3 Million to € 3,6 Million in the same period.



Partners

To achieve its mission of offering professional services for strategy implementation, change management, marketing capability improvement, e-Learning and coaching, **WijmanCoaching partners with** successful companies to deliver comprehensive solutions.

- **Business Growth Advisors**, a USA-based marketing and business strategy consultancy.
- **PSM Consulting**, a UK-based management consultancy offering advice in business excellence, complex change and improving operational performance.
- **BeyondE**, a USA-based e-Learning provider that develops custom-crafted training solutions in a global economy that expects “on-demand, anytime, anywhere”.
- **Ikhaya Knowledge Integration**, a Netherlands-based consulting company that designs, develops and implements knowledge products.
- **8020.NL Consultants**, a Netherlands-based ICT solution provider.
- Forthcoming: **LiveChange**, a UK-based Organization-, Leadership – and Culture Change consultancy, and **Instruxion**, a Belgium based company offering superb online learning experience

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