

Insighter



Fall 2013

KEY MANAGEMENT NEWSLETTER & UPDATES

Our Services

STORM Consulting, LLC offers a diverse range of financial and operational services for a variety of business sizes and conditions. Key areas of focus include; operations due-diligence, management assessment & development, bankruptcy emergence, business mergers & reorganization as well as other strategic & operational performance improvement initiatives. STORM's lead advisors use their first-hand experience of over 30 years to guide clients to proven success.



“Knowing where to look and the right questions to ask is where STORM makes a difference. The best plans and processes without prompt and skilled execution are not worth much! At STORM, we focus on actions and results”

Operations Performance Improvement

STORM's management experience spans both underperforming and “next level” business environments which require positive change. We have successfully navigated through many of the issues and challenges prevalent in today's business environment. We work with management to help guide them to the appropriate actions and execution plans to achieve “step change” improvements.

A key component to management and business success is having effective compensation and incentive plans deployed and aligned across the organization. STORM utilizes a balanced approach that emphasizes objective goals to evaluate management performance and achievement. We focus on both the short and long term strategic positioning of the company to ensure management is not focusing on one aspect of the business to the exclusion of others. This ultimately leads to responsible actions that ensure the organization's long-term growth and improved strategic positioning.

STORM possesses an extensive resource library of proven business processes, tactics, and strategies that can be adapted and rapidly implemented to improve business performance in a variety of situations. The ability to rapidly assess issues and deploy proven solutions is part of the value STORM brings to your assignment. STORM differentiates itself from other firms by not only determining what should be done, but by working closely with management to show them “how to get it done”.

Business Due-diligence, Reorganization & Restructuring

What made a company great in the past is not necessarily what will keep it there, especially when it faces technology and other external factors that rapidly change the rules of the game. STORM takes the time up front to identify and understand the key factors for success in a given industry and considers how the organization is structured to address these factors. We work with management and the owners to eliminate or reduce areas of weakness so the business can capitalize on its strengths.

Understanding the company's business model and the operational details of the business are critical in assessing capital risk, potential opportunities, and overall value of a business. This is especially true when making decisions about cyclical businesses, marginal operations, technology driven changes or in crisis situations. This is where STORM's expertise in operational due diligence can assist you in making the right decision and avoiding the pitfalls of deploying capital in high risk situations.

Emergence from Bankruptcy

Too often bankruptcy is viewed as a financial restructuring situation. This perception leads management to miss out on unique opportunities to resolve significant operating and legacy issues. Issues that are risks to the future success and value of the business. A significant number of our assignments involve working with companies in the few months prior to bankruptcy emergence and during the critical months immediately after, to achieve a rapid and sustained recovery in financial and operational performance.

Ensuring a company is properly positioned from a structural, management, and operational perspective is critical to achievement of the emergence plan. STORM assesses the operational aspects of the reorganized business to enhance the company's ability to execute and achieve their post-emergence goals.

A well-thought-out action plan with timely execution is critical to ensure the business rapidly shifts its focus to that of a successful, accountable, and execution-oriented business. STORM Consulting LLC's 100 day post-bankruptcy action plan is designed to provide a clean and rapid break from negative Chapter 11 environments and mind-sets that often permeate an organization.

Management Assessment & Development

In many cases, the senior management team may lack the firsthand experience in dealing with the complex operational issues they are facing. Often, this lack of experience results in management being focused on treating symptoms instead of resolving underlying core business and process issues.

After identifying the fundamental issues surrounding poor performance, we quickly take action by rolling up our sleeves and working with managers on an operational level to accelerate results. We do not sit on the sidelines and make theoretical recommendations on what management should do. Likewise, our hands on approach is not limited to "process advice", but "real world" experience and results.

Without a clear focus on goals and execution, management teams are often consumed with "tasks and activities" that do not lead to tangible results. STORM works directly with the management team to ensure stakeholder and management goals are aligned and clearly understood to focus on achieving meaningful results. This includes coaching management on how to approach decision making and move quickly to achieve results.

Culture & Change Management

One of the most over-looked and least appreciated aspects of running a business is the impact of a company's culture on the success of the business. Companies rarely emerge from bankruptcy with a vibrant and positive culture intact. Without a clear understanding of the need and techniques to change and improve a company's culture, they can suffer prolonged and sustained performance issues long after the bankruptcy emergence date. At STORM we work with the stakeholders to ensure that these culture issues are focused on and addressed.



If you would like to see how STORM can help you make your investment a success, please give us a confidential call, or go on-line to our recently update website for more information

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