

PRIVATE EQUITY INVESTMENT

SUCCESSFULLY ADDRESSING STRATEGIC PORTFOLIO CHALLENGES

Having grown exponentially over the past thirty years, private equity investment firms face an ever increasing set of strategic challenges. More than fifty percent (50%) of portfolio companies fail to achieve their strategic objectives and growth plans within the first two years. The vast majority of these failures were doomed from the beginning. They did not have the strategic vision; systems & processes; structure; and skills (executive & employee) in place, that are vital to achieving a superior return on investment.

As the market continues to gain momentum, the stakes are higher than ever. Even an investment that looks good on paper can become a missed opportunity due to poorly defined strategies; misaligned business processes; misunderstood marketplace potential; ineffective operational execution; and a limited leadership team. *Today's investment environment is defined by constant change requiring increased levels of creativity, integrity, and efficiency.*

A Private Equity Investor (investor) can substantially assist its portfolio companies (company) to outperform their peers by better understanding the company's marketplace and potential; and by insuring that the right people, processes, and performance metrics are put into place from the very beginning. In many cases, portfolio companies have difficulty in achieving their full growth and profit potential due to a failure:

- ◆ Understanding the current marketplace and market potential.
- ◆ Reacting quickly to political and economic events.
- ◆ Translating their vision into an executable strategy.
- ◆ Executing the required strategy via a comprehensive roadmap.
- ◆ Aligning business processes and management systems with the required strategy.
- ◆ Identifying and resolving opportunities for improvement, operationally and financially.
- ◆ Aligning the organization with business processes, structurally and behaviorally.
- ◆ Providing effective leadership to manage cash and asset utilization.
- ◆ Governing key processes and resources with the appropriate measurements.

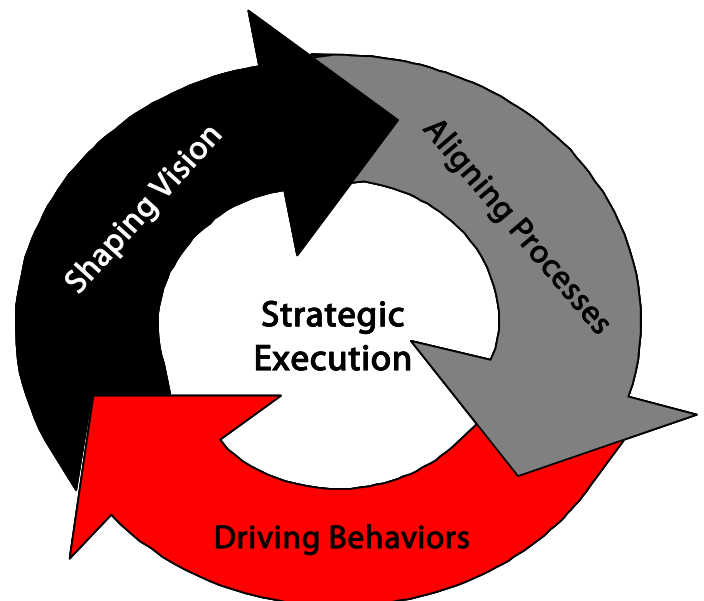
Gordian has the expertise, experience, and business insights required to assist investors and their portfolio companies to address these wide range of issues that they currently face in an ever demanding marketplace. We provide the investor and their portfolio company with the responsive, objective advice

throughout the investment portfolio lifecycle.

Whether an investor is looking to invest in a new company, or needs to turnaround performance of an existing company, Gordian's objective, "fact-driven" approach, provides the much needed visibility to:

- ◆ Gain insight to the company's marketplace, and its future market potential.
- ◆ Assess the company's ability to successfully execute strategic and operational objectives.
- ◆ Examine the alignment of management systems and employee skills to insure integration goals are met.
- ◆ Measure the realization of key strategic goals, both operationally and financially.
- ◆ Understand the potential risks, as well as the anticipated value to be created by the company.
- ◆ Define an "executable" roadmap that can be implemented quickly, and successfully achieve targeted ROI and EBITDA.

Having led more than 500 business transformations on 6 continents during the past 20 years, the consultants at Gordian help investors to maintain the forward momentum and growth in portfolio performance that is required to realize substantial returns on investment upon exit.



MARKET ASSESSMENT AND STRATEGIC OVERVIEW

Gordian's approach is always determined with you, our client. Through exploratory discussions with you, we gain an understanding of issues facing your business and identify the needed capabilities, relative to resolving your issues. At this point, we work to develop an approach that best suits your organization.

We spend 2-6 calendar weeks (usually 2-3) working closely with a team of the portfolio company representatives, including participants from executive leadership, operations, IT, and key support functions. Our team then embarks on a series of focused facilitated activities designed to surface and evaluate opportunities based on the needs and direction of the organization. This approach, based on the portfolio company's participation, promotes consensus building and buy-in, which is a necessary ingredient for subsequent rapid deployment. In addition, Gordian transfers knowledge and understanding of both the content and process by which the analysis findings have been developed.

Our analysis includes a detailed understanding of the portfolio company's business strategy, marketplace, business processes, management systems/metrics, executive & employee skills, and technology support. By observing operations real time and reviewing trends, Gordian is able to pin-point potential bottom-line improvements. We then work with your management team to develop a shared understanding of the desired outcomes. By collaborating together, a comprehensive solution roadmap is developed to dramatically improve short term business performance and set the stage for the

ongoing continuous improvements.

Upon completion of the analysis, Gordian will outline potential opportunities and risks; establish a preliminary integration or improvement schedule; and summarize the benefits, including ROI, EBITDA, and OCF objectives. Gordian will enable you to answer two key questions:

Operationally: *Does the Gordian approach make sense?*

Financially: *Are the benefits worth the investment?*

Upon agreement, Gordian begins the deployment phase immediately, enabling you to achieve the projected return on investment that much sooner.

Our methodology correlates the work a company performs with the products of that work and the needs of the market. It looks inward, from the customer's perspective. It lets management focus effort and resources in a comprehensive, logical fashion for the benefit of customers and the company that serves them. It's flexible, organized, and dynamic. ***Gordian provides you with the blueprint for value-added change efforts by letting your executive management choose changes that count rather than those that cost.*** Our methodology organizes and structures massive amounts of customer information for your competitive advantage.

Gordian's performance turnaround methodology is driven by facts, rather than fad or fiction!

www.gordiantransformationpartners.com

SOLVING YOUR COMPLEX BUSINESS PROBLEMS

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PERFORMANCE STRATEGY,
TRANSFORMATIONS &
TURNAROUNDS

ABOUT GORDIAN

Gordian Transformation Partners is a boutique management consulting firm that integrates traditional management consulting disciplines with high-impact leadership practices and breakthrough thinking tools for mid-market clients. The result is a powerful consulting process that enables CXO's to solve their toughest business challenges with creativity, integrity, and efficiency.

Headquartered in Atlanta, GA., Gordian draws on the knowledge and experience of its consultants, whose skills span the initial generation of ideas and insights all the way through to detailed deployment and execution. Gordian's consultants have led transformation and turnaround initiatives for over 500 Global 1000 and mid-market companies

across 6 continents.

Gordian's consulting expertise addresses every area of your enterprise, from developing a transformation strategy to make your organization more customer-focused, to optimizing your supply chain investment, with the tools and expertise to help you reach your objectives.

Gordian draws on the knowledge and expertise of our consultants, whose skills span a wider range of capability than many other major consulting firms. The disciplines of Gordian's consulting specialists are underpinned by deep change management experience - managing risk, mobilizing staff and integrating initiatives to deliver sustainable change quickly.

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