



CLEVELAND & ASSOCIATES
Empowering Businesses

Leadership Development & Augmentation

General Management & Managing the P&L

A business requires a set strategy to create value as a market leader, provider of excellent customer service, or as a top innovator in the industry.

Profitability helps a business gain market share, allowing the means to innovate and produce quality goods. Profitability is more likely to result when a clear strategy is in place, and supported and practiced by management personnel.

Our team is skilled at identifying corporate goals, and in training general managers to support those goals through effective leadership and communication techniques. The result is more effective management of the firm, and proactively managing the firm's profit and loss (P&L), to ensure short-term success and plant the seeds for the firm's stability in the future.

Leadership Development & Management Training for First-Line Supervisors

The *job* of a supervisor is to manage front-line resources to ensure production goals and service levels are achieved.

The *role* of a supervisor encompasses responsibility for employee productivity, employee morale, employee development, and communication to employees of the company's mission and goals. The supervisor represents management to employees and employees to management, and this pivotal role can be confusing and challenging.

We specialize in identifying the strengths of each supervisor, as well as areas for improvement, and in creating a training program for management and first-line supervisors that clarifies their roles and empowers them to motivate their teams to ensure corporate goals are met.

Culture Change & Values Management

In many modern workplaces, employees are personally engaged and heavily invested in the current state of the company. Engaged employees take ownership in their work, and feel a sense of authority in terms of making decisions about their own work processes and work environments.

While such values are positive in terms of productivity and performance metrics, they may create challenges in terms of change management, as employees ask, "What's in it for me?"

Because businesses of all sizes are comprised of a diverse workforce, culture values vary from function to function and person to person, and require concise change management plans.

Our team clearly identifies and defines the values of the firm, and institutes strategies for real-time communication and information flow. We work with leadership teams to create a leadership culture of collaboration, execution, and innovation that will ensure continued productivity, performance, and employee engagement when changes are necessary.



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