

Consulting on: Strategy, Leadership, Marketing, Operations

# Windhorse<sup>®</sup> Corporation



Hands on, Value driven  
business consulting since 1988



## Consulting Services

Companies that enjoy continued business success have one thing in common, **results-based leadership practices**. The Windhorse® Corporation has been providing clients with proven business methods for sustaining competitive advantage for over 17 years.

Our clients span a broad spectrum of businesses including manufacturing, service, health care, construction, retail, and wholesale industries. Windhorse® Corporation provides **results-based consulting** to help our clients prosper throughout any economic climate or business cycle.

# Sustaining competitive advantage

Windhorse Corporation celebrated its 15 year anniversary in 2003 as one of the most experienced consulting firms in the south. We focus on small to medium sized firms, as well as large companies through our affiliate network. Since our founding in 1988, we have focused on results based leadership development. Since its incorporation, Windhorse Corporation has maintained the vision of its founder, Dr. Gary Arnold. We assist our clients by developing and implementing in-depth, custom management control systems. Then our Project Director and staff consultants work with your people, on site, designing an effective action plan to implement a solution to each problem.

## Addressing your long-term corporate goals

We advise and train your personnel as your custom tailored program is installed. Our focus is on a practical working program that addresses our clients' needs; quickly implemented, and successfully installed. We often stay on site until the program is operational. Then we support your project so it runs smoothly by checking in after implementation. Our results oriented operating style and quality strategies work. Our commitment is to world class quality, integrity, and innovation.

## Taking control of your results oriented processes

Windhorse Corporation is committed to quality, client success and satisfaction. We work with top managers to reach performance goals. We maintain your company's quality standards. We bring a strategic mindset to everything we do. We dig deep to find solutions.

Leadership development, strategic planning, cost reduction, increasing profits, survey analysis, market development and faster customer response are a few of the ways we help our clients. Our consultants are hands on and values driven. This means we find the areas needing improvement, we make recommendations, and then we assist in the implementation of those recommendations. This implementation phase sets us apart from other consulting firms.

## Achieving Business Excellence

We are pragmatic and open minded. We find solutions and opportunities that others miss. We ask better questions because of the broad scope of our experience and the vast array of our available analysis and implementation methodologies.

Pre-program problem analysis and research. On-site hands-on and value driven solution development and implementation. Post program continued consulting support that can extend to your sales force, key customers, vendors, and selected executives and project managers.

Direct communication link to our project team pre-implementation, during implementation, and post project. On-line assistance. Access to consultants and project specialist after hours.

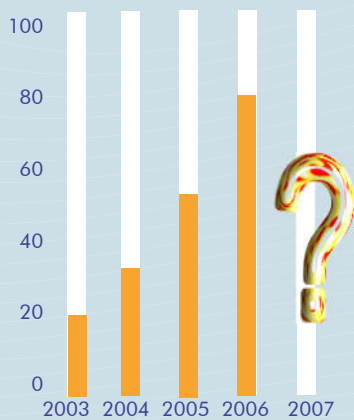
Windhorse® Corporation's World Class Consulting Services ensures that we create exceptional client value.





# Leadership

## Our services are an investment



Our services are an investment in your company. Our approach is fast, thorough and professional. We discuss and study the problem. Then we put the solution in place within the agreed upon time. Clients often see a return on their investment even before their project is completed.

### Consulting services include:

**Human Capital Management** Leadership, management, supervision, sales, policies and procedures. Strategic thinking and business planning. Quality Management.

**Profit Engineering** Cost and supply chain management. Growth strategies. Turn-around strategies. Sales, marketing, expenses, and systems. Cycle Time Reduction. Complexity reduction. Sales channel management.

**Operations and Production Effectiveness** Work flow efficiency. Business process redesign. Office and production procedures. Cycle Time Reduction. Capability sourcing. Merger integration.

**Customer Service** Customer relationship analysis. Customer management. Sales, vendors, in-house departments, telecommunications and the internet redesign.



## Consulting Tools

### Assessing Your Goals

Specialized survey processes let us examine labor costs, production costs, materials cost, plant layout, purchasing, inventory and control, profit structure, employee compensation and productivity, quality assurance systems, documentation, training, and management awareness.

### Measurable Implementation

Research shows that only eleven percent of companies achieve high organizational performance. Most organizations settle for good, not great. High performance requires a results oriented system that provides a method to turn ideas and plans into an integrated execution with measurable results. Results oriented leadership, good decision making skills, developed employees, excellent front line personnel, and a high performance corporate culture are key to corporate effectiveness.

### Long-Term Success

We have completed over 500 organizational assignments. We define where corporations can invest strategically, redefine relationships, enhance revenue, manage supply chain and purchasing strategies. We carefully structure marketing programs to drive up revenue and profit streams.

**Branding and long term performance improvement is what we do.** Providing winning strategies for revenue enhancement and performance improvement we help cultivate brands that are more trusted, build a larger customer awareness, and more loyal customer base. We explore brand awareness, brand management, marketing mix, resource allocation and sales/channel management.

Windhorse® Corporation's practical approach helps our clients raise revenues, lower costs, and improve customer satisfaction.



## Commitment to our clients

Windhorse® Corporation and its consultants seek to maintain the highest professional standards. We perform needs analysis, make recommendations for improving operations and efficiency, and then we help our clients implement those recommendations.

We believe that providing businesses with a time-tested system for leadership and organizational development gives our client companies a competitive advantage. Stronger businesses help the economy, add strength to our society and enable new innovative, more productive work to strengthen the competitive free enterprise system.

We believe we offer our clients a consulting service of the highest caliber, using specialized knowledge, and broad based experience. We seek to solve our clients' problems and implement effective solutions fast, objectively, and with integrity.

Windhorse® Corporation



Dr. Gary N. Arnold  
82322 Anthony Road  
Folsom, Louisiana 70437  
(504) 888-1320  
800-472-1320  
(504) 885-6780 fax  
[www.ireallyhateconsulting.com](http://www.ireallyhateconsulting.com)