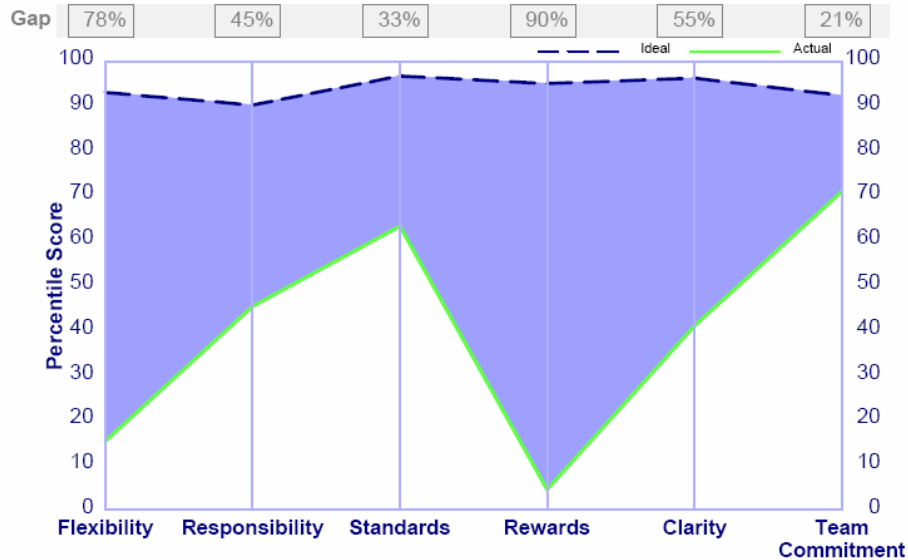


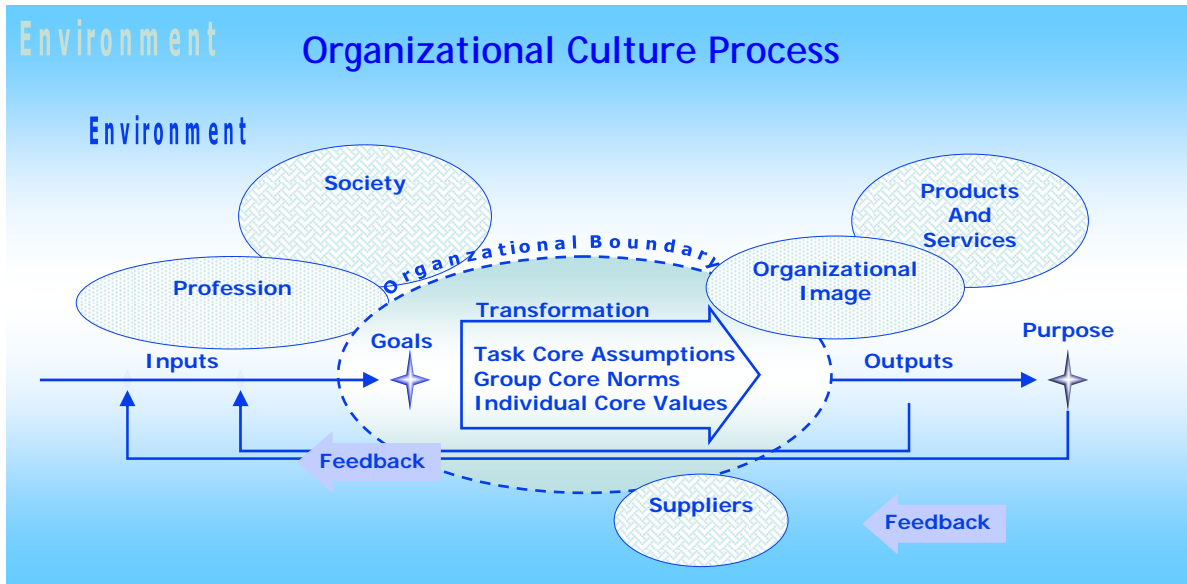
BUSINESS EFFECTIVENESS

Baer Institute's business effectiveness practitioners provide senior executives with knowledge from rigorously researched methods of building effective and sustainable organizations. As a result of this knowledge work, our clients achieve competitive advantage by design. Among our areas of expertise are:

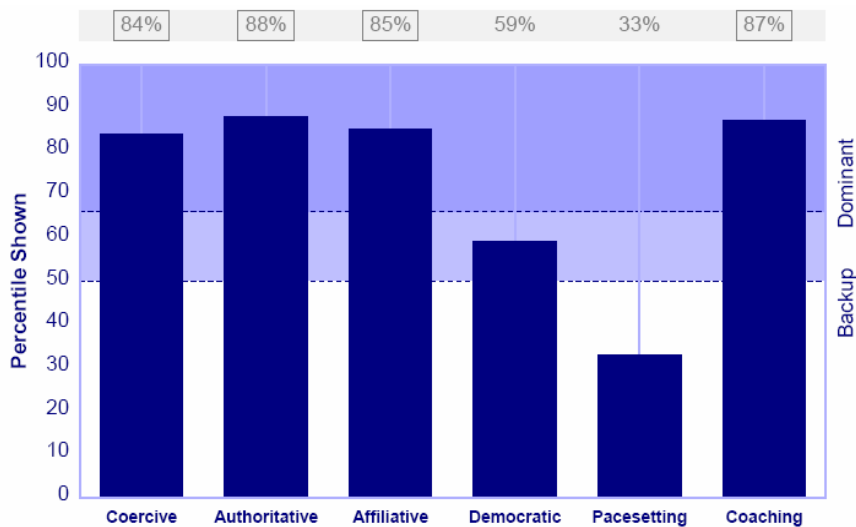
Organizational Climate measures the aspects of the corporate environment that directly impact how well employees do their job, and is the closest thing to a human capital profit and loss statement.

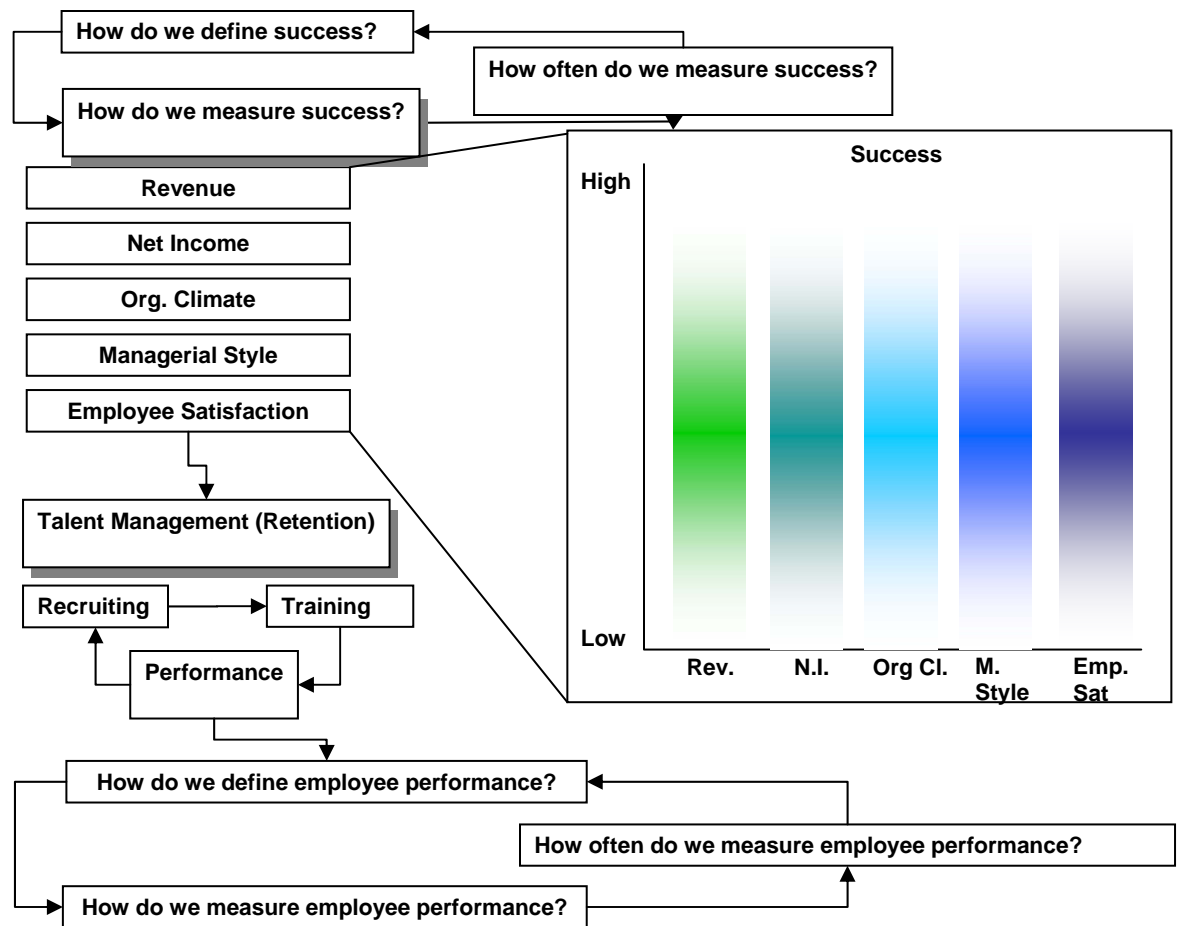


Organizational Culture plays an essential role in change management initiatives. It is the personality of the organization as demonstrated in assumptions, values, norms, artifacts and behaviors. Corporate culture can be looked at as a system. Inputs include feedback from society, professions, laws, stories, heroes, and values on competition or service. The process is based on our assumptions, values and norms, on money, time, facilities, space and people. Outputs or effects of our culture are: organizational behaviors, technologies, strategies, image, products, and services.



Managerial Style refers to the pattern of behavior a leader uses across a range of situations. It has the greatest impact of all the variables that influence organizational performance. Positive styles encourage employee motivation and negative styles inhibit discretionary effort and commitment of employees. **Leadership Augmentation** is the process of candidly and strategically leveraging the strengths and areas of challenge of a leader. This intervention method capitalizes on opportunities and avoids the potential disasters of strengths and weaknesses.

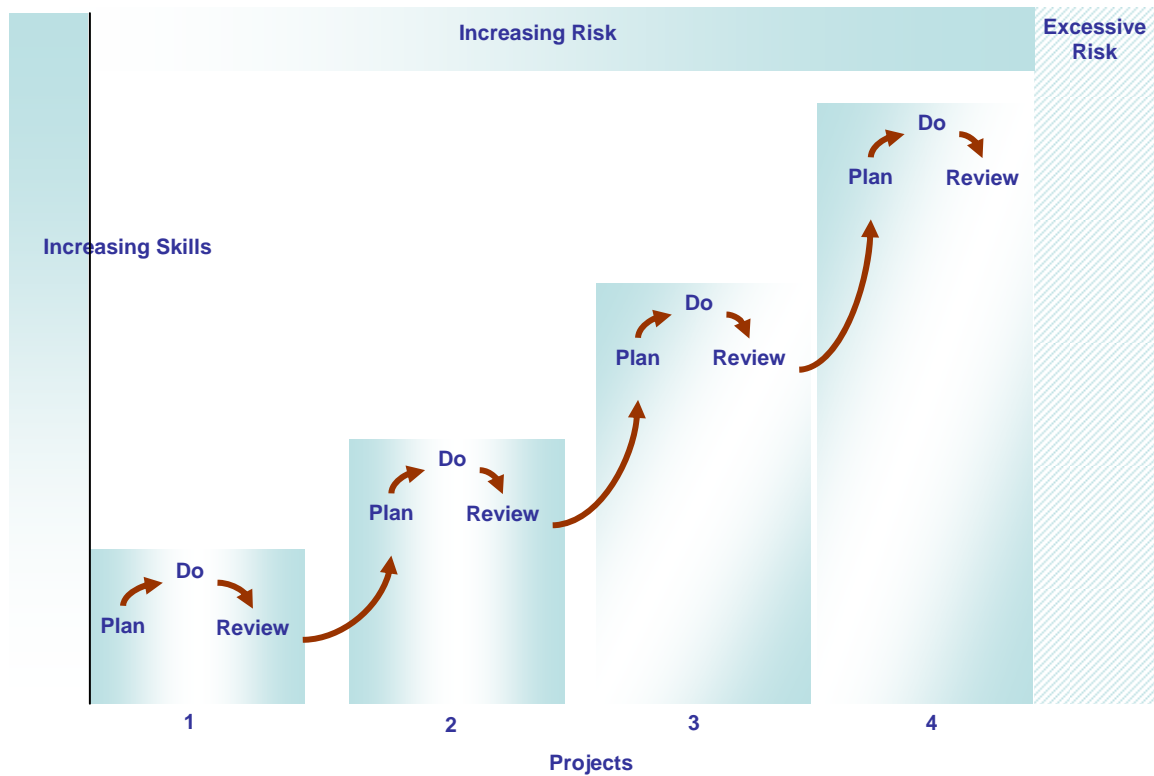




Team Development goes beyond what we know traditionally as teambuilding. It is the continuous development of a team such that they can effectively execute organizational strategy under increasingly challenging and complex situations.

Individual Development is a process that builds human capital that will strategically drive the mission of the organization. Employee Retention is the foundation of every great organization. Baer's Cycles of Development model and retention model are powerful tools that integrates the best practices of individual development.

Cycles of Development



Organizational Research and Measurement. BAER provides surveys, focus groups and other measurement tools to address a broad spectrum of business effectiveness issues that help organizations to understand the needs, preferences and reactions of your customers, employees and other stakeholders.

Our consultants develop business effectiveness strategies that combine these areas of expertise to deliver results to the bottom line.