**CAPABILITIES / SERVICES**

**1 Advisory**

At Madasky Consulting, we pride ourselves on providing unparalleled advisory services, guided by the exceptional expertise and dedication of our founder, Amit Mittal. Amit's journey in the advisory domain has been marked by remarkable achievements and global recognition, making him a sought-after advisor by some of the world's leading firms.

#### **Global Recognition and Prestigious Appointments**

Amit's dedication and proficiency in the field have not gone unnoticed. His exceptional skills and strategic insights earned him the prestigious role of Senior Advisor to several Big Four firms and other prominent global entities. This role has allowed Amit to work on high-impact international projects, where he has been instrumental in driving supply chain transformations and developing robust go-to-market strategies. Amit's advisory approach is characterized by his ability to navigate complex challenges and provide comprehensive solutions. He has guided numerous organizations through intricate problem-solving processes, helping them achieve operational excellence and strategic growth.

#### **Amit's Approach**

Amit's approach is client-centric, focusing on understanding the unique challenges and opportunities of each organization. He collaborates closely with clients to develop actionable strategies that deliver measurable results. His commitment to excellence and relentless pursuit of innovation ensure that clients receive the highest level of advisory services.

**Why Choose Amit Mittal for Advisory Services?**

* **Global Expertise:** Proven track record of success with leading organizations worldwide.
* **Tailored Solutions:** Customized advisory services that address specific business needs.
* **Strategic Insight:** Deep understanding of market dynamics and industry trends.
* **Commitment to Excellence:** Dedication to delivering exceptional results and fostering long-term client relationships.

Amit Mittal's advisory services are designed to empower businesses to navigate complexities, seize opportunities, and achieve their strategic objectives. Partner with Amit to unlock your organization's full potential and drive sustainable growth.

**2. Consulting**

At Madasky Consulting, we pride ourselves on delivering exceptional consulting services tailored to the unique needs of each client. Our expertise spans various critical areas, enabling us to provide holistic solutions that drive efficiency, innovation, and growth. Below, you'll find an overview of our core consulting services, designed to help businesses navigate complex challenges and achieve their strategic objectives.

#### **PROJECTS**

#### **Plant Layout**

Successfully completed more than 50 manufacturing projects.

Plant layout involves the strategic arrangement of machinery, equipment, and resources within a manufacturing facility, such as a home textile plant, to optimize production efficiency, reduce operational costs, and ensure worker safety. Key considerations for plant layout in the garment and home textile manufacturing industry include:

* **Workflow Optimization:** Designing a logical sequence of operations to minimize material handling and reduce production time.
* **Space Utilization:** Maximizing the use of available space for machinery, storage, and workstations while allowing for future expansion.
* **Material Handling:** Facilitating smooth and efficient movement of materials using appropriate equipment like conveyors and forklifts.
* **Safety and Ergonomics:** Ensuring a safe working environment by providing adequate space for movement and adhering to ergonomic principles in workstation design.
* **Environmental Factors:** Managing temperature, humidity, lighting, and noise levels to create a comfortable working environment.
* **Maintenance Access:** Designing layouts that provide easy access to machines and equipment for regular maintenance and repairs.
* **Utility Services:** Optimizing the use of utilities such as electricity, water, and compressed air to minimize energy consumption and costs.
* **Inventory Management:** Efficiently managing inventory to reduce costs and ensure a smooth production process.

#### **Technical Consulting**

Technical consulting in the manufacturing industry involves providing expert advice, support, and solutions to optimize production processes, improve efficiency, and enhance product quality. Madasky's consultants analyze existing systems, identify bottlenecks or areas for improvement, and recommend strategies such as:

* **Workflow Optimization:** Streamlining processes to improve efficiency and productivity.
* **Technology Integration:** Incorporating advanced technologies to enhance performance.
* **Automation:** Implementing automation solutions to increase efficiency and reduce labor costs.
* **Best Practices Guidance:** Providing guidance on industry best practices and safety regulations.
* **Emerging Trends:** Keeping clients informed about the latest industry trends and innovations.

By leveraging the expertise of technical consultants, manufacturers can make informed decisions, reduce costs, increase competitiveness, and drive innovation in their operations.

#### **Manpower Planning**

Manpower planning, also known as workforce planning or human resource planning, ensures that a manufacturing organization has the right number of skilled employees in the right positions at the right time. Key steps involved in the manpower planning process include:

* **Analyzing Organizational Objectives:** Aligning workforce planning with the business’s strategic goals.
* **Assessing the Current Workforce:** Evaluating the skills, capabilities, and demographics of the existing workforce.
* **Forecasting Future Workforce Requirements:** Predicting future staffing needs based on business objectives and market trends.
* **Identifying Gaps:** Determining the gaps between the current workforce and future requirements.
* **Developing Recruitment and Retention Strategies:** Attracting and retaining the right talent to fill identified gaps.
* **Training and Development:** Enhancing employee skills and capabilities through targeted training programs.
* **Succession Planning:** Preparing for future leadership needs by identifying and developing potential leaders.
* **Monitoring and Reviewing:** Continuously evaluating the effectiveness of workforce planning strategies and making necessary adjustments.

Effective manpower planning helps businesses adapt to market changes, enhance competitiveness, and maintain operational excellence.

#### **Process Flow**

Process flow in the manufacturing industry outlines the sequential stages of transforming raw materials into finished products. A well-organized process flow improves efficiency and minimizes waste. Key aspects of an optimized process flow include:

* **Defining Steps:** Clearly outlining each step in the production process.
* **Mapping Out Flow:** Creating a visual representation of the process flow to identify potential bottlenecks.
* **Implementing Best Practices:** Adopting industry best practices to enhance efficiency and reduce waste.
* **Continuous Improvement:** Regularly reviewing and improving the process flow to maintain efficiency and product quality.

An optimized process flow in the manufacturing industry helps businesses enhance efficiency, reduce lead times, and maintain consistent product quality.

#### **Material Flow**

When designing a new plant layout in the garment and home textile industry, several factors should be considered regarding material flow. These considerations aim to optimize efficiency, minimize bottlenecks, and enhance productivity. Key aspects include:

* **Process Flow:** Ensuring smooth transitions between production stages.
* **Workstation Placement:** Strategically placing workstations to optimize workflow.
* **Material Handling Equipment:** Using appropriate equipment to facilitate material movement.
* **Storage and Inventory Management:** Efficiently managing storage and inventory to reduce costs.
* **Traffic Flow and Aisles:** Designing clear pathways to minimize congestion.
* **Material Flow Analysis:** Regularly reviewing and optimizing material flow.
* **Ergonomics and Safety:** Prioritizing worker safety and ergonomic principles.
* **Lean Manufacturing Principles:** Implementing lean practices to reduce waste and increase efficiency.
* **Flexibility and Scalability:** Designing layouts that can adapt to future changes and growth.
* **Feedback and Continuous Improvement:** Collecting feedback from employees and supervisors to identify areas for improvement and make necessary adjustments.

#### **Warehousing Solutions**

Warehousing solutions are essential for effective inventory management, storage, and distribution in various industries. They involve the strategic utilization of space, technology, and labor to optimize the storage and handling of goods. Key elements of warehousing solutions include:

* **Facility Design:** Designing warehouses for efficient storage and handling.
* **Storage Systems:** Implementing suitable storage solutions like pallet racking systems.
* **Material Handling Equipment:** Using advanced equipment for efficient material handling.
* **Warehouse Management System:** Integrating technology for effective warehouse management.
* **Labor Management:** Efficiently managing warehouse staff to optimize operations.
* **Safety and Security:** Ensuring a safe and secure working environment.
* **Sustainability:** Incorporating eco-friendly practices in warehousing operations.
* **Scalability and Flexibility:** Designing warehouses that can adapt to future needs.

**DIGITALISATION AND AUTOMATION**

#### **Core Services**

* **Real-time Floor Tracking:** Monitor and track floor activities in real time to ensure optimal performance and quick decision-making.
* **Process Digitalization:** Transform your processes with digital solutions that enhance efficiency and accuracy.
* **Process Automation:** Implement automated processes to reduce manual intervention and increase productivity.
* **Implementation Support:** Receive expert guidance and support during the implementation of digital solutions.
* **Manpower Support:** Ensure your team is skilled and ready to manage digital tools effectively.

#### **Impact**

* **20% Efficiency Increase:** Significant boost in operational efficiency.
* **25% Operating Cost Reduction:** Noticeable reduction in overall operating costs.
* **35% Revenue Increase:** Substantial increase in revenue.
* **Unbeatable Product Quality:** Achieve exceptional product quality through precise control and monitoring.
* **Traceability at Operation Level:** Ensure complete traceability of operations for enhanced accountability.
* **Entire Data at Fingertips:** Access all crucial data instantly and easily.
* **Go Completely Paperless:** Transition to a fully digital, paperless environment.
* **Complete Factory Visibility:** Gain full visibility into factory operations for better management and oversight.

**Process Digitalization:**

* High factory efficiency
* Excellent operator performance
* Low defect rate
* Controlled WIP (Work In Progress)
* Automated line balancing
* 100% shop floor visibility
* Actionable intelligence

**With Our Process Digitalization:**

* 20% efficiency increase
* 25% operating cost reduction
* 35% revenue increase
* Unbeatable product quality
* Traceability at operation level
* Entire data at fingertips
* Go completely paperless
* Complete factory visibility

#### **Automation Solutions**

Automation solutions transform the industry by enhancing efficiency, reducing costs, and improving product quality. Key aspects include:

**Process Automation:** Designing and implementing tailored automation systems to address specific client needs and improve productivity.

**Technology Upgradation:** Incorporating advanced technologies into existing production processes to optimize performance and enable real-time data analysis.

**Packaging Production Automation:** Utilizing automated machinery for tasks such as filling, sealing, labeling, and palletizing to increase speed and accuracy in packaging operations.

**OPERATIONS & PRODUCTIVITY IMPROVEMENT**

* **Productivity and Efficiency improvement**

At Madasky Consulting, we specialize in providing a comprehensive range of services designed to enhance productivity in manufacturing processes. Our expert guidance and innovative solutions lead to increased efficiency, reduced costs, and enhanced competitiveness. Here are the key services we offer to achieve these goals:

#### **Our Productivity Improvement Services**

**Process Analysis:**

* Conduct in-depth analysis of existing processes.
* Identify bottlenecks and inefficiencies.
* Develop actionable strategies to streamline operations.

**Lean Manufacturing:**

* Implement lean manufacturing principles.
* Eliminate waste and optimize resource utilization.
* Enhance production efficiency and reduce costs.

**Automation and Technology Integration:**

* Integrate advanced technologies and automation solutions.
* Improve production speed and consistency.
* Minimize manual intervention and reduce errors.

**Plant Layout Optimization:**

* Design or reorganize plant layouts for optimal space utilization.
* Improve material flow and production processes.
* Enhance operational efficiency and reduce downtime.

**Employee Training and Skill Development:**

* Provide comprehensive training programs for employees.
* Enhance skill levels and workforce capabilities.
* Increase overall productivity and operational effectiveness.

**Quality Management:**

* Establish robust quality control systems.
* Ensure consistent product quality and compliance with industry standards.
* Reduce defects and enhance customer satisfaction.

**Supply Chain Optimization:**

* Optimize supply chain processes from procurement to delivery.
* Improve supplier relationships and inventory management.
* Reduce lead times and operational costs.

**Performance Metrics and Benchmarking:**

* Establish key performance indicators (KPIs) and benchmarks.
* Continuously monitor and analyze performance.
* Identify areas for improvement and track progress.

**Continuous Improvement:**

* Foster a culture of continuous improvement.
* Provide ongoing support and monitor progress.
* Recommend adjustments to maintain and enhance productivity gains.

### **Delivery Performance Program**

The Delivery Performance Program is meticulously designed to enhance and optimize every aspect of your delivery process. By mastering six critical areas, we ensure your business achieves excellence in supplier management, quality control, customer experience, and operational consistency. Here’s a detailed overview of the program:

#### **1. Supplier Excellence Mastery**

Supplier Excellence Mastery focuses on establishing robust relationships with reliable suppliers. Our approach includes:

* **Supplier Evaluation:** We conduct thorough assessments to select suppliers based on performance, quality, and reliability.
* **Relationship Management:** We help you build and maintain strong, cooperative relationships with key suppliers to ensure long-term collaboration.
* **Risk Management:** We implement strategies to mitigate supply chain risks, ensuring continuity and minimizing disruptions.

By mastering supplier relationships, you ensure a stable supply chain that supports your business's growth and operational efficiency.

#### **2. Quality Assurance Mastery**

Quality Assurance Mastery is dedicated to maintaining the highest standards of product quality. We help you implement stringent quality control measures, including:

* **Quality Control Systems:** Establishing robust quality control systems and processes to ensure product consistency.
* **Continuous Improvement:** Ongoing monitoring and improvement of product quality through regular audits and feedback loops.
* **Compliance:** Ensuring all products comply with industry standards and regulations, safeguarding your reputation and customer trust.

By prioritizing quality, you enhance customer satisfaction and reduce the risk of product recalls and complaints.

#### **3. Seamless Purchasing Mastery**

Seamless Purchasing Mastery aims to streamline the purchasing process for your customers, making it as simple and convenient as possible. Our focus areas include:

* **User-Friendly Platforms:** Developing intuitive and easy-to-navigate purchasing platforms, enhancing the customer experience.
* **Customer Support:** Providing excellent customer support throughout the purchasing process to assist with any queries or issues.
* **Seamless Transactions:** Ensuring smooth and hassle-free transaction processes, from browsing to payment and delivery.

By simplifying the purchasing experience, you increase customer satisfaction and encourage repeat business.

#### **4. Superior Service Mastery**

Superior Service Mastery is about exceeding customer expectations at every touchpoint. We help you build a customer-centric culture through:

* **Customer Engagement:** Enhancing customer interaction and engagement to build strong relationships.
* **Service Training:** Training staff to deliver top-notch customer service, ensuring a consistent and positive experience.
* **Feedback Systems:** Implementing systems to gather and act on customer feedback, continuously improving service quality.

By mastering customer service, you create loyal customers who advocate for your brand.

#### **5. Performance Optimization Mastery**

Performance Optimization Mastery involves optimizing your overall business performance through strategic planning and execution. Key elements include:

* **Goal Setting:** Defining clear performance goals and objectives that align with your business strategy.
* **Performance Metrics:** Identifying and tracking key performance indicators (KPIs) to measure success and areas for improvement.
* **Continuous Monitoring:** Regularly monitoring and reviewing performance to drive continuous improvement and achieve business objectives.

By focusing on performance, you ensure that your business remains competitive and efficient.

#### **6. Consistent Operations Mastery**

Consistent Operations Mastery ensures that your operations run smoothly and consistently. We help you implement standardized processes and systems, including:

* **Process standardization:** Developing and implementing standardized operational processes to maintain high levels of efficiency and reliability.
* **Technology Integration:** Leveraging technology to enhance consistency and efficiency across all operations.
* **Regular Audits:** Conducting regular audits to ensure adherence to established processes and standards, identifying areas for improvement.

By establishing consistent operations, you reduce variability, improve reliability, and enhance overall efficiency.

### **Program Benefits**

By participating in the Delivery Performance Program, you will:

* **Enhance Supplier Relationships:** Build stronger, more reliable supplier partnerships, ensuring a stable supply chain.
* **Improve Product Quality:** Maintain high standards of product quality and compliance, enhancing customer satisfaction.
* **Streamline Purchasing:** Simplify the purchasing process for your customers, increasing satisfaction and loyalty.
* **Deliver Superior Service:** Provide exceptional customer service that exceeds expectations, fostering customer loyalty.
* **Optimize Performance:** Achieve optimal business performance through strategic planning and continuous improvement.
* **Ensure Consistency:** Maintain operational consistency and reliability through standardized systems and processes.

### **People and Organisational Performance**

* **ROLES AND RESPONSIBILITIES**

Madasky Consulting offers specialized services to assist clients in defining clear job descriptions, roles, and responsibilities. By conducting thorough job analyses and developing concise job descriptions, we ensure that each role is well-defined and aligned with the organization's goals. Our comprehensive approach includes the following:

1. **Job Analysis and Description Development:**
   * **Job Analysis:** Conducting in-depth job analyses to understand the tasks, responsibilities, skills, and qualifications required for each position.
   * **Job Descriptions:** Developing clear, concise, and comprehensive job descriptions that outline the duties, responsibilities, and expectations for each role.
2. **Organizational Structure Design:**
   * **Structure Design:** Designing effective organizational structures that promote efficiency, clear reporting lines, and streamlined workflows.
   * **Role Alignment:** Ensuring that roles are aligned with the organizational structure to facilitate smooth operations and effective communication.
3. **Training Program Development:**
   * **Training Needs Assessment:** Identifying training needs through gap analysis and employee feedback.
   * **Program Design:** Designing and implementing tailored training programs to enhance employee skills and knowledge.
   * **Continuous Learning:** Establishing frameworks for continuous learning and development to keep the workforce skilled and competitive.
4. **Performance Management Systems:**
   * **System Design:** Creating effective performance management systems that include goal setting, performance appraisals, and feedback mechanisms.
   * **Evaluation:** Implementing regular performance evaluations to ensure that employees are meeting their objectives and contributing to the organization's success.
5. **Talent Management Strategies:**
   * **Talent Identification:** Identifying high-potential employees and creating succession plans to ensure leadership continuity.
   * **Development Plans:** Developing career development plans to retain top talent and foster growth within the organization.
6. **Support During Organizational Changes:**
   * **Change Management:** Offering support during organizational changes to ensure smooth transitions.
   * **Employee Engagement:** Implementing strategies to maintain employee engagement and morale during periods of change.

* **KPI's and KRA's**

Madasky Consulting provides comprehensive support to clients in establishing and managing key performance indicators (KPIs) and key result areas (KRAs). Our approach ensures that clients can effectively monitor performance, make informed decisions, and achieve their business goals. Our detailed services include:

**Collaborative Goal Setting:**

* Work closely with clients to define clear business objectives aligned with their strategic vision.

**Identifying relevant KPIs:**

* Identify and customize KPIs to meet the specific needs of the client's business, ensuring they are practical and actionable.
* Benchmark KPIs against industry standards to ensure competitiveness and relevance.

**Defining Critical Result Areas (KRAs):**

* Define critical result areas essential for achieving business objectives.
* Tailor KRAs to specific roles and responsibilities within the organization.

**Performance Monitoring Systems:**

* Design and implement performance monitoring systems that provide real-time data and insights.
* Integrate KPIs and KRAs into existing management systems for seamless tracking and reporting.

**Providing actionable insights:**

* Analyze performance data to provide actionable insights and recommendations for improvement.
* Create comprehensive reports highlighting key performance trends, successes, and areas needing attention.

**Training and support:**

* Offer training programs to educate employees on the importance of KPIs and KRAs and how to use them effectively.
* Provide ongoing support to ensure effective usage of KPIs and KRAs in daily operations and decision-making.

**Regular reviews and adjustments:**

* Conduct regular reviews of KPIs and KRAs to ensure they remain relevant and aligned with business objectives.
* Make necessary adjustments to KPIs and KRAs based on performance reviews and changing business needs.

**Integration into Overall Performance Management:**

* Integrate KPIs and KRAs into the overall performance management system to ensure a comprehensive approach to monitoring and enhancing performance.
* Use KPI and KRA data to inform strategic decisions and drive continuous improvement.
* **Performance Evaluation System**

Madasky Consulting offers comprehensive support to clients in developing a customized performance evaluation system that aligns with their organizational goals and culture. Our approach includes:

* **Defining Clear Evaluation Criteria:** Establishing specific KPIs and KRAs to ensure objective and measurable performance assessments.
* **Implementing a Consistent Appraisal Process:** Designing a standardized and transparent appraisal process to ensure fairness and consistency across the organization.
* **Training and Support:** providing training programs and ongoing support to facilitate effective adoption and utilization of the performance evaluation system.
* **Promoting Goal-Setting:** Aligning individual performance goals with organizational objectives to ensure cohesive progress towards business goals.
* **Creating Feedback Mechanisms:** Developing structured feedback processes to provide employees with constructive insights and areas for improvement.
* **Performance Improvement Plans:** Assisting in the creation of tailored performance improvement plans to address identified gaps and enhance employee capabilities.
* **Reward Programs:** Designing and implementing reward programs to motivate and recognize high-performing employees.
* **Integration with Talent Management:** Aligning the performance evaluation system with broader talent management strategies to support overall organizational development.
* **Continuous Review and Improvement:** Regularly reviewing and refining the performance evaluation system to ensure its effectiveness and relevance in driving employee performance.

By integrating the performance evaluation system with talent management strategies and continuously assessing its impact, Madasky Consulting helps clients drive employee performance, foster a culture of continuous improvement, and achieve their strategic objectives.

### **Incentives / Variable Pay Structuring**

Madasky Consulting specializes in designing effective incentive and variable pay structures that motivate employees and align their performance with organizational goals. Our approach includes:

* **Customized Compensation Plans:** Analyzing company objectives, industry benchmarks, and best practices to develop tailored incentive schemes.
* **Balanced and Competitive Incentives:** Considering job roles, performance metrics, and market trends to create balanced and competitive incentive structures.
* **Implementation Guidance:** providing comprehensive guidance on the implementation of incentive programs, ensuring smooth rollout and adoption.
* **Regular Review and Adjustment:** Conducting regular reviews of incentive programs to ensure they remain relevant, motivating, and aligned with the organization’s evolving needs.

### **Annual Appraisal Systems**

Madasky Consulting can assist clients in developing a customized Annual Appraisal System that aligns with their organizational goals and culture. Our services include:

* **Defining Clear Evaluation Criteria:** Establishing specific KPIs and KRAs to ensure objective and measurable performance assessments.
* **Designing a Structured Appraisal Process:** Creating a comprehensive appraisal process that includes goal setting, performance reviews, and feedback sessions.
* **Training and Support:** Providing training and ongoing support to ensure consistent and effective implementation of the appraisal system.
* **Promoting Open Communication:** Encouraging open communication to facilitate continuous improvement and employee engagement.
* **Creating Performance Improvement Plans:** Assisting in the development of performance improvement plans to address identified gaps and enhance employee capabilities.
* **Integrating with Incentives and Rewards:** Aligning the appraisal system with incentives, rewards, and talent management strategies to motivate and retain top talent.
* **Regular Review and Refinement:** Conducting regular reviews and refinements to ensure the system remains effective and relevant.
* **HR Recruitment Systems**

Managing attrition involves strategies to mitigate the impact of employee turnover on the organization. Here’s how to plan for and manage attrition effectively:

1. **Analyze attrition rates.**
   * Track and analyze attrition rates to understand trends and identify problem areas. Determine the reasons for employee departures through exit interviews and surveys.
2. **Forecast future attrition**
   * Use historical data and industry benchmarks to predict future attrition rates. Identify departments or roles with high turnover risks.
3. **Develop retention strategies.**
   * Implement strategies to retain key talent, such as competitive compensation, career development opportunities, employee recognition programs, and a positive work environment.
4. **Flexible Workforce Management**
   * Utilize temporary staffing solutions, part-time employees, or freelance professionals to address short-term manpower needs and prevent workforce shortages.

### **GENERAL MANAGEMENT & STRATEGY**

### **Dream to Success.**

The "Dream to Success" program is crafted to help you transition from envisioning your business goals to achieving them through strategic planning and consistent action. Drawing on the insights of strategic thought leaders, this program underscores the importance of beginning with a clear vision of your objectives

**"The secret to getting ahead is getting started with a clear plan. Knowing your destination from the beginning allows every step to lead you closer to your goals."**

#### **1. Goal Setting**

The first step in our program is to set clear, specific goals. Understanding your destination allows us to map out a path to get there. This involves defining what success looks like for your business in the next twelve months. It will help you target your destination by using the SMART criteria:

* **S = Specific**
* **M = Measurable**
* **A = Achievable**
* **R = Results-Oriented**
* **T = Time-Framed**

#### **2. Destination**

To make the most of your business over the next year, we need to target our destination precisely. This is your opportunity to tell me where you want your business to go. Remember to use the SMART test when determining your goals to ensure they are clear and attainable.

#### **3. Step-by-Step Vision Creation**

Creating a compelling vision involves several critical steps:

* **Vision:** Define your long-term vision for the business.
* **Purpose:** Understand the core purpose behind your business.
* **Values:** Identify the fundamental values that guide your business operations.
* **Envisioned Future:** Paint a picture of your envisioned future.
* **Mission:** Craft a mission statement that aligns with your vision and values.

#### **4. Business Plan**

A well-structured business plan is essential for achieving your goals. This plan will serve as a step-by-step guide to building and growing your business. We will focus on creating a detailed and actionable business plan that outlines the steps needed to reach your objectives.

#### **5. 90-Day Plan**

Once your business plan is in place, we move to the '90 Day' plan. This phase involves breaking down your goals into manageable tasks over the next 13 weeks. Here’s how we’ll approach it:

* **Allocate Goals:** Identify where each goal lies within the six steps of business growth.
* **Set timeframes:** Allocate appropriate start and finish weeks for each goal.
* **List Tasks:** Detail the tasks required to achieve these goals, ensuring they are specific and actionable.

This 90-day plan will guide your actions and ensure you stay on track to achieve your goals.

### **Time Management Program**

The Time Management Program is designed to help you maximize efficiency, prioritize tasks, and achieve a healthy work-life balance. By mastering six key areas, you can optimize your time, work more effectively, and reach your business goals. Here’s a detailed overview of the program:

#### **1. Working IN & On the Business**

Balancing the demands of working in your business versus working on your business is crucial for sustainable growth. Our approach includes:

* **Operational Tasks:** Managing daily operations effectively to maintain smooth business functioning.
* **Strategic Planning:** Allocating time for strategic planning and long-term vision development to drive growth and innovation.

By mastering this balance, you ensure that immediate tasks are handled efficiently while also focusing on future growth and development.

#### **2. Default Calendar**

A structured calendar is essential for effective time management. Our approach includes:

* **Scheduling:** Creating a default calendar that includes time blocks for key activities, meetings, and personal time.
* **Consistency:** Ensuring consistency in daily routines to build productive habits.
* **Flexibility:** Allowing for flexibility to adapt to unexpected tasks and changes.

By implementing a default calendar, you can manage your time more effectively and ensure that important tasks are prioritized.

#### **3. Time Logs**

Keeping track of how you spend your time is critical for identifying inefficiencies. Our approach includes:

* **Recording:** Maintaining detailed time logs to track activities and time spent on each task.
* **Analysis:** Analyzing time logs to identify patterns, inefficiencies, and areas for improvement.
* **Optimization:** Implementing strategies to optimize time usage based on log analysis.

By using time logs, you can gain insights into your time management practices and make necessary adjustments to improve efficiency.

#### **4. CLEAR Goals**

Setting CLEAR goals ensures that your efforts are focused and aligned with your objectives. Our approach includes:

* C = Clear: Defining clear and specific goals.
* L = Logical: Ensuring goals are logical and aligned with your overall strategy.
* E = Executable: Setting goals that are practical and achievable.
* A = Accountable: Assigning accountability to ensure goals are met.
* R = Realistic: Keeping goals realistic and attainable within the given timeframe.

By setting CLEAR goals, you can maintain focus and direction in your work.

#### **5. Value of Time**

Understanding the value of your time is essential for prioritizing tasks. Our approach includes:

* **Assessment:** Assessing the value of your time to identify high-value activities.
* **Prioritization:** Prioritizing tasks based on their impact on your business and personal goals.
* **Efficiency:** Implementing strategies to maximize the value derived from your time.

By recognizing the value of your time, you can make more informed decisions about task prioritization and time allocation.

#### **6. Delegation**

Effective delegation is key to managing your workload and focusing on high-value tasks. Our approach includes:

* **Identification:** Identifying tasks that can be delegated to others.
* **Training:** Providing necessary training and resources to ensure successful delegation.
* **Monitoring:** Monitoring delegated tasks to ensure they are completed effectively and efficiently.

By mastering delegation, you can reduce your workload, focus on strategic tasks, and empower your team.

### **Program Benefits**

By participating in the Time Management Program, you will:

* **Balance Tasks:** Achieve a balance between working in and on your business.
* **Structured Scheduling:** Implement a default calendar for better time management.
* **Track and Analyze:** Use time logs to identify and eliminate inefficiencies.
* **Set Effective Goals:** Establish CLEAR goals to maintain focus and direction.
* **Value Time:** Prioritize tasks based on the value of your time.
* **Delegate Successfully:** Master delegation to optimize workload and empower your team.

Join the Time Management Program to transform how you manage your time, enhance productivity, and achieve your business goals.

* **ART of LEADING & MANAGEMENT Program**

The program is tailored for a diverse audience, network groups, industry trade groups, business owners and startups.

The first module, Keys to a Winning Team Mindset, focuses on establishing a vision and setting clear, achievable goals while building trust and fostering a collaborative team environment. Next, the Management Competencies module develops critical skills such as strategic thinking, decision-making, effective delegation, and conflict resolution.

Managing Daily and Weekly Lists teaches participants how to organise and manage tasks to enhance productivity, while the Weekly Meetings module covers setting clear agendas, facilitating productive discussions, and ensuring follow-up on action items. In weekly 1-2-1 meetings, participants learn to foster communication and development through individual meetings, providing constructive feedback, and tracking progress.

Measuring Performance is a crucial module where participants learn to establish performance metrics, use data analytics to track progress, and conduct performance reviews. The Quarterly Planning module helps in setting realistic quarterly targets, aligning team goals with business objectives, and creating actionable plans.

In the Performance Management module, participants gain expertise in managing and improving team performance through effective systems, addressing underperformance, and recognizing high performance. The Effective Communication and Tools module enhances communication skills and introduces tools for better collaboration, while Transition from Manager to Leader focuses on developing leadership qualities, inspiring teams, and fostering a culture of continuous improvement.

**GROWTH MARKETING AND SALES**

* **New Age Marketing**

New Age Marketing Program, designed to transform your marketing efforts with contemporary strategies and tools. This comprehensive program covers everything you need to achieve marketing excellence and stay ahead in today's competitive landscape.

Start by discovering your core purpose and solidifying your business identity, making sure all your profiles reflect your mission clearly. Craft a compelling manifesto that resonates with your audience and develop a robust business model canvas. Engage in strategic planning by setting clear marketing objectives and measurable OKRs.

Dive deep into analyzing your current marketing activities to understand what’s working and identify areas for improvement. Conduct a thorough competitor analysis to stay informed about market dynamics. Define your target market, create a powerful marketing mix, and develop a clear, consistent message.

Formulate a comprehensive marketing strategy, including detailed plans for your marketing mix. Implement these plans effectively with a 90-day action plan, leveraging CRM systems and analytics tools to track and optimize your efforts.Set a strategic marketing budget, adhering to the 12% rule to ensure wise investments. Build a high-performing marketing team and enhance productivity through effective time management practices.

This program offers you an unparalleled understanding of modern marketing principles, strategic planning acumen, invaluable market insights, and the ability to implement and monitor your marketing activities with precision. Master the art of multi-channel marketing, optimize your resources, and lead your team to new heights.

* **Sales Accelerator Program**

The **Sales Accelerator Program** will elevate your performance of sales through a structured and transformative journey that is divided into three stages ignition empowers and achieve each crafted to ensure you become a proficient and successful salesperson

**The Importance of Sales**

Sales drive revenue fuel growth and enable companies to innovate and expand effective sales strategies that transform prospects into loyal customers fostering long-term success exceptional sales skills are essential in todays competitive landscape.

### **Program Structure**

#### **Stage One: Ignition**

Enhance your ability to interact with prospects and clients. Learn to communicate value, build rapport, and overcome objections.

* **Professionalism in Sales:** Establish a professional sales mindset.
* **Understanding Sales Dynamics:** Navigate different sales scenarios.
* **Selling Logic and Emotion:** Use diagnostic instruments and DISC profiling.
* **Sales Process:** Master AIDA, pipeline, and time management.

#### **Stage Two: Empower**

Equip yourself with the knowledge and skills to handle objections and close deals.

* **Product/Service Analysis:** Understand competitive differentiation and USP.
* **Sales Relationships:** Handle objections and negotiate effectively.
* **Relationship Selling:** Focus on body language and buyer psychology.
* **Question Funnel:** Update selling question processes.

#### **Stage Three: Achieve**

Reach your full potential with advanced techniques and strategies.

* **Sales KPIs:** Test, measure, and use sales tools effectively.
* **Customer Satisfaction:** Innovate in customer service.
* **Solution Providing:** Master question techniques and enrollment.
* **Maximizing Outcomes:** Use scripts and target audiences effectively.

### **Why Sales Mastery Matters**

Sales mastery impacts a company’s bottom line, builds brand reputation, fosters customer loyalty, and creates growth opportunities. Mastering sales techniques leads to better job satisfaction and career advancement.

* **5 STEPS of Growth**

"Five Ways" approach, which focuses on five key profit-generating areas:

1. **Lead generation**: Attracting people who are interested in your product or services.
2. **Conversion Rate**: Converting inquiries into sales.
3. **Average Sale Value**: Increasing the average invoice value.
4. **Average Number of Transactions**: Encouraging repeat purchases from customers.
5. **Profit Margins**: Enhancing profitability through efficiency and pricing strategies.

### **Understanding the Five Key Areas**

#### **Lead Generation**

Lead generation is the process of attracting potential buyers. Leads, also known as "potentials" or "prospects," are the lifeblood of your sales pipeline. It's essential to differentiate between responses and results; the sound of ringing phones doesn't necessarily mean cash registers are ringing.

#### **Conversion Rates**

The conversion rate measures the effectiveness of your sales process. It is the percentage of potential customers who make a purchase. For example, if 10 people visit your store and 3 make a purchase, your conversion rate is 30%. Improving this rate can significantly impact your sales.

#### **Average Sale Value**

Increasing the average sale value involves encouraging customers to spend more per transaction. This can be achieved through upselling, cross-selling, and offering bundled deals.

#### **Number of Transactions**

The number of transactions refers to the frequency of purchases made by your customers over a year. Building strong customer relationships and maintaining a robust database of past customers can help increase this number. Contrary to the myth of "once a customer, always a customer," it’s vital to continually engage customers to drive repeat business.

#### **Profit Margins**

Profit margins reflect the percentage of profit made from each sale. By optimizing operations and pricing strategies, you can enhance your profit margins, which directly impacts your overall profitability.

* **Go-to-Market Strategy**

This program covers all essential aspects to ensure your product reaches the right audience and achieves its market potential. Below are the key components of the GTM strategy:

### **1. Product Understanding**

* Deep dive into the product’s features, benefits, and unique selling points (USPs).
* Identify target customer segments and their needs.

### **2. Market Research**

* Gain insights into the market landscape, customer preferences, and competition.
* Identify market trends and potential opportunities.

### **3. Positioning**

* Define how the product fits into the market and why it’s better than competitors.
* Create a compelling value proposition.
* Develop a positioning statement that highlights the product’s unique benefits.

### **4. Pricing Strategy**

* Establish a pricing model that reflects the product’s value and market demand.
* Ensure pricing supports overall business objectives and profitability.

### **5. Distribution Channels**

* Select the most effective channels to reach target customers.
* Optimize distribution logistics for efficiency and scalability.
* Identify potential distribution partners (e.g., retailers, online platforms).

### **6. Marketing and Promotions**

* Create awareness and generate demand for the product.
* Engage potential customers through various marketing channels.

### **7. Sales strategy**

* Develop a sales plan that aligns with marketing efforts and targets key customer segments.
* Equip the sales team with the necessary tools and training.

### **8. Customer Service**

* Provide exceptional support to ensure customer satisfaction and retention.
* Build a feedback loop to continuously improve the product and customer experience.

**Financial Performance and Cash Flow Management Program**

Effective financial performance and cash flow management are critical for business success. This program focuses on seven key areas to help you understand, manage, and optimise your financial operations.

### **1. Monthly Profit & Loss (P&L) Statement**

* Track income, expenses, and profitability on a monthly basis.
* Identify trends and areas for improvement.
* Categorize all revenues and expenses accurately.
* Compare monthly results against the budget and previous months.

### **2. Monthly Balance Sheet (BS)**

* Provide a snapshot of your business's financial position.
* Monitor assets, liabilities, and equity.
* Review the composition of assets and liabilities.
* Ensure the balance sheet aligns with the P&L statement.

### **3. Cashflow Forecasting**

* Predict cash inflows and outflows to maintain liquidity.
* Plan for future cash needs and avoid shortfalls.
* Develop a rolling 12-month cashflow forecast.
* Identify potential cash gaps and plan accordingly.

### **4. Breakeven Analysis**

* Determine the sales volume at which total revenues equal total costs.
* Establish a clear target for achieving profitability.
* Calculate the breakeven point using fixed and variable costs.
* Review and update the breakeven analysis periodically.

### **5. Receivables & Payables System**

* Ensure timely collection of receivables and management of payables.
* Optimize cash flow by balancing incoming and outgoing payments.
* Implement an accounts receivable management system to track and follow up on outstanding invoices.

### **6. Profit Margin per Order**

* Analyze profitability at the individual order level.
* Monitor profit margins regularly to identify trends.
* Adjust pricing or cost structures to improve margins where necessary.

### **7. KPI Dashboard**

* Provide a visual representation of key financial and operational metrics.
* Develop a KPI dashboard that includes critical metrics such as revenue, expenses, profit margins, cash flow, and breakeven points.
* Update the dashboard regularly to reflect current performance.
* Use the dashboard to identify issues and opportunities for improvement.

**3. SOLUTIONS**

At Madasky Consulting, we understand that every industry has unique challenges and requirements. To address these, we have partnered with leading IT companies to provide tailored digital solutions that align with the specific needs of our clients across various sectors. Our collaborative approach ensures that our clients receive the most advanced and effective tools to enhance their operations, drive innovation, and achieve sustainable growth.

#### **Comprehensive industry expertise**

Our partnerships are not just about technology; they are about understanding the intricacies of different industries and delivering solutions that make a tangible impact. By combining our industry expertise with the technological prowess of our IT partners, we offer vertical solutions that are finely tuned to the demands of sectors such as, We offer digitalization solutions that streamline production processes, improve quality control, and optimize supply chains. Our solutions enable manufacturers to transition to Industry 4.0, ensuring they stay competitive in a rapidly evolving market. For the retail sector, we provide solutions that enhance the customer experience, optimize inventory management, and drive e-commerce success. Our digital tools help retailers personalize their offerings, manage logistics efficiently, and increase customer engagement.

Our partnerships with IT companies are based on a shared commitment to innovation. We work closely with our partners to co-develop solutions that not only meet current industry standards but also anticipate future trends. This collaborative innovation allows us to offer our clients solutions that are not only relevant today but will also support their growth and success in the years to come.