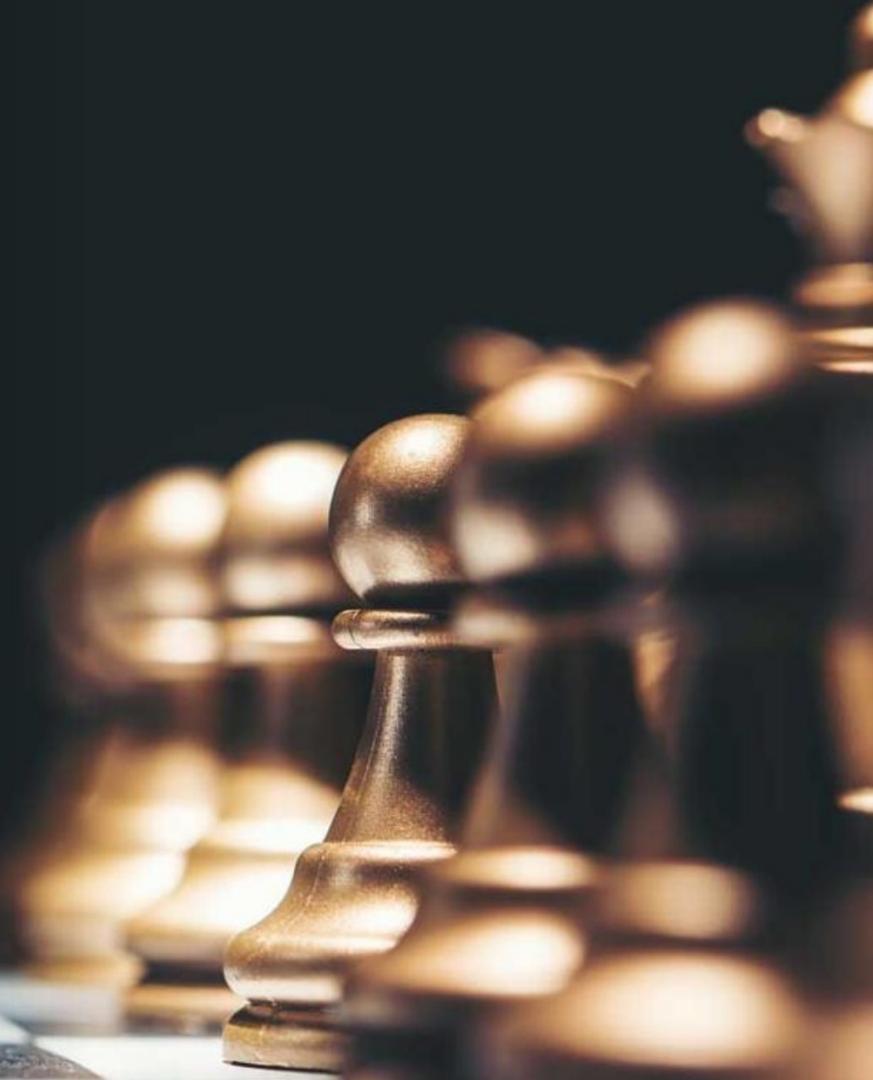




# HVG EXECUTIVE SOLUTIONS

Bringing your ideas to life.

2023 CAPABILITIES





# Accelerate Strategy + Marketing Results while Building High- Performing Teams

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BRINGING YOUR IDEAS TO LIFE.





# HVG EXECUTIVE SOLUTIONS

## 2023 Capabilities



### **Meet HVG Executive Solutions**

Why HVG Executive Solutions

The Strategy-to-Execution Gap

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### **HVG Solutions Services**

Middle Layer + Emerging Leader Coaching

Fractional Leadership + Interim Professional

Business Consulting + Coaching

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### **About HVG Executive Solutions**

People + Performance Approach

About Nile Harris

Stay Connected

# Why Work With HVG Executive Solutions



## Actionable **Insights** Based On **Real-World Success**

Embrace a transformative people + performance approach to the future of work. Trust an experienced professional who has **been in your shoes, driving strategy, launching products, leading initiatives, and cultivating multi-generational high-performing teams to help grow your business.** Gain actionable insights to close the gap and position your company for unparalleled success.

# THE STRATEGY-TO-EXECUTION GAP IS AVOIDABLE WITH INSIGHT AND FORESIGHT

The strategy-to-execution gap arises due to a lack of alignment, communication, coordination, and capabilities that causes organizations to miss critical goals and milestones like revenue and product launches.

**DO YOU KNOW WHAT HAPPENS WHEN A PLANE IS 1° OFF COURSE AT TAKE OFF?**

The strategy-to-execution gap is the disconnect between the plan and tactical execution.

**What if a pilot did that?**

**1 in 60 Rule:**  
1° results in being off course by 1 mile for every 60 miles.

**COMMUNICATION**  
Everyone agrees JFK is the destination and files the flight plan.

**ALIGNMENT**  
Despite warnings you're off course, you keep going. And the gap gets wider and wider.

**CAPABILITIES**  
No one checks the coordinates, or they lack the proper tools or skills. And the co-pilot is watching puppy videos because they didn't want to go in the first place.

**THE GAP**

**LAX** → **JFK**

**NEW JERSEY**  
The gap to the target mystifies everyone, and the finger-pointing Olympics begins.

# PEOPLE + PERFORMANCE YIELDS FASTER REVENUE GROWTH

## CLOSE THE GAP

The people + performance approach enables companies achieve faster results. According to research by McKinsey & Company, this method results in **twice the revenue growth** compared to a performance-focused approach. By building capability, organizations can increase their capacity and effectively **bridge the gap between strategy and tactical execution.**



Exec + Cohort Coach



Chief Of Staff



Strategy + Planning



Product Marketing



Strategic Foresight



Tactical Execution

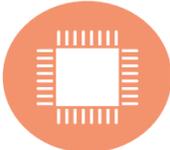


# EXPLORE HVG EXECUTIVE SOLUTIONS SERVICES TO CLOSE THE STRATEGY-TO-EXECUTION GAP



# INDUSTRIES SERVED

FORTUNE 500 | MID-SIZE | START-UPS | SOLO + ENTREPRENEUR | NON-PROFITS



**MedTech +  
Medical Devices**



**Life Sciences +  
Health Care**



**K12 Education +  
EdTech**



**Other  
Industries**



# THE FUTURE OF WORK WILL ALLOW COMPANIES TO BUILD DREAM TEAMS ON-DEMAND



The most stunning statistic is that the gig workforce is on track to surpass the full-time workforce in size by 2027, according to a survey commissioned by Upwork and the Freelancers Union and published in *Forbes*. The phenomenon is prompting changes in business strategies. **Successful companies today no longer concentrate on hiring the smartest people but rather on having access to the smartest people.**

Workforce strategies in the era of the gig economy: The most important HR adjustments to make  
**Deloitte, August, 2021**

# HVG EXECUTIVE SOLUTIONS SERVICES

PEOPLE + PERFORMANCE

## MIDDLE-LAYER + EMERGING LEADER COACHING

Enhance your capabilities by fostering outstanding strategy and marketing teams through targeted leadership coaching and skill-building.

## FRACTIONAL LEADERSHIP + INTERIM PROFESSIONAL

Achieve your mission critical initiatives with the help of an expert strategy and marketing professional. Scale your projects or business while controlling costs.

## BUSINESS CONSULTING + COACHING

Achieve success through change by partnering with a cross-functional specialist to guide you toward clarity, goal-setting, and strategic foresight.



# MIDDLE-LAYER + EMERGING LEADER COACHING



Only 32% of employees are engaged at work, down from 36% in 2022; and 18% are actively disengaged.

According to the 2023 annual Gallup survey, employees are concerned about the lack of clarity of expectations, connection to mission, opportunities to learn and grow, and feeling cared about at work. Hybrid and AI are elevating the importance of soft skills.

Middle managers are often overlooked for elite-level coaching, despite being eager for development opportunities. Many middle managers lack the support or tools to navigate the complexity of leading a multi-generational and diverse workplace. Seventy percent of employee engagement relies on the manager, and middle management is the best asset to turn the tide in an organization. Early career individuals need help navigating the workplace and learning how to play their position instead of "fit in."

# Is poor or lack of leadership the new global pandemic?

**32%**

Of employees are engaged at work.

**52%**

Of employees are quiet quitting.



Companies believe their leaders don't manage their teams effectively.

**71%**



Employees who said they left a company because of a bad boss

**50%**



People who said they would forgo a 10% raise if it meant their boss would be fired.

**65%**

# THE FUTURE OF WORK IS TRANSFORMING THE TALENT LANDSCAPE

**75%**

Companies that say they are struggling to find talent with the right balance of technical and soft skills.



**89%**

Recruiters who say the reason a new hire doesn't work out is a lack of soft skills.

## 10 Most In-Demand Skills

1. Project Management
2. Customer Service
3. Communication
4. Analytical Skills
5. Management
6. Leadership
7. Teamwork
8. Marketing
9. Research
10. Sales

# HYBRID WORK AND AI ARE ELEVATING THE IMPORTANCE OF SOFT SKILLS

**90%**

Company leaders surveyed who said they are implementing AI solutions in their companies.



## 5 Rising In-Demand Skills Critical to Workplace Culture

1. Critical Thinking + Problem Solving
2. Communication + Collaboration
3. Adaptability + Resilience
4. Creativity + Innovation
5. Emotional Intelligence



**#1**

Soft skills training is the top priority for many organizations.

# MANY MIDDLE MANAGERS LACK THE SUPPORT OR TOOLS TO NAVIGATE THE COMPLEXITY OF LEADING A MULTI-GENERATIONAL AND DIVERSE WORKPLACE

## Boomers – 18%

- Want to be recognized for deep skills and rich experiences.
- Thrive in a structured environment.



## Generation Z – 6%

- Want to grow their career and reach financial stability.
- Thrives in a flexible and adaptable environment.

## Millennials – 40%

- Want to be judged by their results and impact, not hours in the office.
- Thrive when work is purposeful.

## Generation X – 36%

- Want less supervision and more autonomy.
- Thrives in environment with focused individual development.

**6%** Companies that believe their leadership is equipped to lead a multi-generational workforce.

**80%** Employees who want an inclusive company

**48%** More likely to outperform other companies where the leadership is comprised of less than 30% women.

# FOUR AREAS MARKETING LEADERS SAY THEY NEED SOLUTIONS FOR DEVELOPING EARLY-TO-MID CAREER TALENT

- Interpersonal Communication
- Presentation/Public Speaking
- Crucial Conversations
- Simplify the Complex
- Conflict Resolution
- Collaboration
- Story Telling



- Building High-Performing Teams
- Delivering/Receiving Feedback
- Leading Through Influence
- Emotional Intelligence
- Accountability
- Vulnerability
- Goal Setting
- Empathy

- Ideation
- Foresight
- Problem Solving
- Strategic Thinking
- Proposing Solutions
- Data-Driven Decisions



- Defining Value
- Market Analysis
- Marketing Plans
- Tactical Execution
- Leading Initiatives
- Customer Engagement
- Customer Segmentation
- Commercial Engagement

Coaching and developing middle managers and quiet quitters are key to increasing talent velocity.

70%

Of Engagement relies on the manager.

1.5M

Monthly internet searches for coaching.

## Support a Growth Mindset

A fixed mindset isn't fixed. **87% percent of organizations use coaching** to improve employee performance. The future of work requires rapid skill acquisition.

## Encourage Retention + Resilience

**97% of organizations** believed coaching had a positive impact on their employees. And **96% of coached employees** reported improvement in workplace wellbeing.

## Build Capabilities + Capacity

Companies that invest in people and performance **grow revenue 2x faster** than those who focused only on performance. Focusing on capability builds capacity.

# CUSTOMIZABLE TALENT COACHING SOLUTIONS

## One-on-One

---



Structured approach combining assessments and science-backed techniques of high performers.

## Cohort

---



Multiply the power of the collective and transform the team into collaborative high-performers.

## Skills Intensive

---



Expand capabilities through a deep dive into strategic thinking, marketing and tactical execution.

## Leadership

---



Be the leader the organization needs, who followers trust, and who creates more leaders.

### ONE-ON-ONE COACHING

## Accelerate learning with focused individualized development.

This structured approach combines powerful science-backed techniques of high-performers.

This solution is a great option for all levels of the organization and career stage.



- ✓ Complete 360 and self-assessments to uncover gifts and gaps.
- ✓ Discuss professional goals and align with your leadership.
- ✓ Explore self-limiting beliefs and mindset.
- ✓ Design a customized action plan.
- ✓ Measure and calibrate as we go.

## COHORT COACHING

Leverage the power of the collective to transform the team.

A high-performing team is more than a grouping of high-performers. It's a team that consistently works together to exceed expectations, drive innovation, and set best practices.

This solution is ideal for newly formed teams or teams that are ready to evolve or need a reset.



- ✓ Participate in work style assessments to identify overlaps and gaps.
- ✓ Develop team norms, vision, and acceptable behaviors.
- ✓ Group learning to practice leading through influence.
- ✓ Build trust by facing challenges together.
- ✓ Measure and calibrate as we go.

### SKILLS COACHING

Grow capacity by building capability with deep dives on critical hard and soft skills.

Focused coaching to build strategy and product management skills delivered as one-on-one or cohort coaching.

Consider this solution for new teams or individuals who are transitioning into the marketing function or those needing development of soft skills.



- ✓ Understand expectations and scope of job responsibilities.
- ✓ Create alignment with an individual development plan.
- ✓ Group learning to practice leading through influence.
- ✓ Assess core functional knowledge and expertise.
- ✓ Focused work on a key project or initiative.

## LEADERSHIP COACHING

Evolve leadership capabilities to transform organizations and prepare for the future of work.

Shift your mindset and gain clarity on your personal vision, mission, and your why. Leadership is for people. Management is for things. Create trust and build your authority in the organization by building high-performing teams and leading transformation.

This coaching is ideal for new managers, aspiring leaders, and middle managers navigating a multi-generational and diverse team.



- ✓ Refine your executive presence to catapult to the next level or opportunity.
- ✓ Create long-term action plan based on data and measured in results.
- ✓ Develop or enhance your Individual Development Plan (IDP).
- ✓ 360 and self-assessments to uncover gifts and blind spots.
- ✓ Define and share your leadership philosophy.

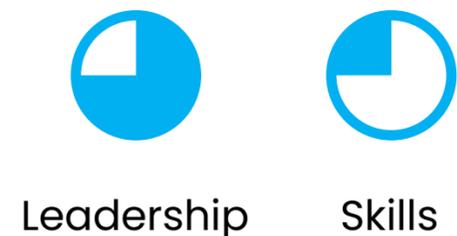
# CUSTOMIZE THE BEST EXPERIENCE FOR YOUR TEAM



## ONE-ON-ONE

- Executives, directors and managers
- Mission-critical initiative leaders
- First time people managers
- HiPo individual contributors
- New team members
- Program managers

- One individual
- 6 months in duration
- Meet every 2-3 weeks
- Has access between sessions



««« COACHING FORMAT »»»

««« RECOMMENDED FOR »»»

««« STRUCTURE »»»

««« FOCUS »»»

## COHORT



- Undergoing cultural transformation
- Team reset to establish norms
- Mission-critical alignment
- Organizational restructure
- Newly formed teams

- Up to a team of 8
- 6 months in duration
- Team meets every 3-4 weeks
- Individual session every 4 weeks



# SIMPLE 4-STEP COACHING METHODOLOGY FOR ONE-ONE-ONE AND COHORTS



# ONE-ON-ONE EXAMPLE COACHING PLAN

## Eleanor Alvarado

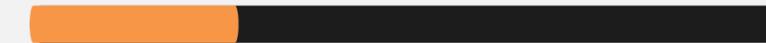
Downstream Associate Product Manager



Eleanor is committed to doing good work. Like most Gen Z employees, she seeks deep connection at work. While she has basic marketing experience, this is her first year in MedTech product marketing. She lacks the skills needed to launch a new product this year. Her presentations tend to be overly detailed, and she loses the audience.

She received a meets expectations in her last review but struggled to understand the feedback. While Eleanor is highly regarded, she needs coaching handling conflict. Unlike when she graduated and started working, she is now in the office three days a week. It's a culture shock for her.

### Leadership



- Leading through influence
- Leadership philosophy
- Executive presence

### Skills Intensive



#### Hard Skills:

- Product launch planning
- Marketing plan creation

#### Soft Skills:

- Processing feedback
- Conflict resolution
- Story telling
- Presenting

# COHORT EXAMPLE COACHING PLAN

## Downstream Marketing

Orthopedics MedTech Company



The spinal surgery downstream product marketing team has undergone a restructuring. The team is a compilation of long-term employees from other divisions and new hires. The team is 25% early career and 75% mid-career, all in MedTech. More than half of the team transitioned from other functions and lack foundational product marketing skills.

The team is prone to miscommunications. Those with product marketing experience are too swamped to properly mentor others. The team's work is highly visible and well regarded, however, other functions such as R&D, supply chain, and others would like to see the team engage them more.

### Leadership



- Leading through influence
- Executive presence

### Skills Intensive



#### Hard Skills:

- Product launch planning
- Market analysis
- Forecasting

#### Soft Skills:

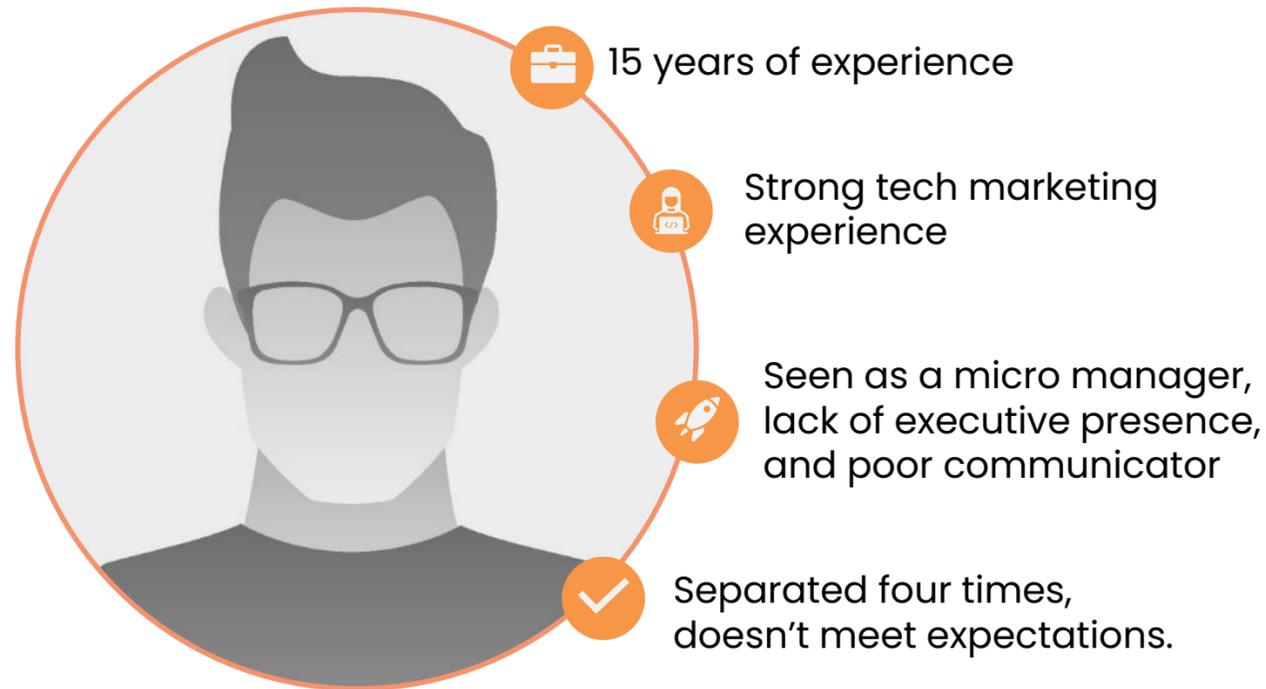
- Accountability
- Collaboration
- Presentation
- Story telling

- Work product: product market plans

# WHAT THEY SAID: REAL WORLD CLIENT SUCCESS STORY

## Roger Thompson

Director, Tech Marketing Team



Roger (name changed) was a mid-career marketing director at a tech company who had just been laid off, again. This was his fourth time being separated from a company. The feedback he received is that he was not keeping up with his work, his communication style was off-putting, he lacked executive presence, and he was a micro-manager. Additionally, he couldn't identify objectives and plan.

Out of frustration, Roger turned to coaching. The assessment revealed that he was not open to feedback and often offered excuses. He felt his performance was excellent but lacked bandwidth to get everything done. He didn't see himself as a micro manager, but rather someone who cared deeply about his team. Unable to find tech employment, he worked at a gym to make ends meet.

### Leadership



- Effective people management
- Delivering effective feedback
- Leading through influence
- Developing the team
- Executive presence
- Receiving feedback
- Delegation

### Skills Intensive



- Hard Skills:
- Goal setting
- Soft Skills:
- Communication
  - Accountability

- ✓ Roger's resistance to feedback originated with a personal relationship. He re-oriented to a standard framework.
- ✓ Identified his work styles and how to appropriately adapt.
- ✓ Role-played interpersonal interactions to build presence.
- ✓ Worked on setting expectations and being accountable.
- ✓ Networking plan to practice interpersonal communication
- ✓ Established authority while conveying vulnerability



*I'm still impacted by your coaching. Nile's approach focused on accountability and tied it to my personal and professional progression. She consistently aligned my overarching goal to the weekly development plans.*

*I strongly recommend Nile to anyone that's looking to take their personal and professional endeavors to a higher level.*

# WHAT THEY SAID: REAL WORLD CLIENT SUCCESS STORY

## Bridgestone Americas

Preferred Coaching Partner for Career Thrivers



Advancing Women Leaders is a program created by Career Thrivers. As one of their preferred coaching partners, I delivered intensive coaching over two days to 15 of the 100+ participants.

Following the event, continued to support leadership development through follow-up coaching sessions, membership coaching, and live streams to the participants.



I made a comment on the first day that I didn't want to be considered as bragging to my manager or others and I was quickly corrected by my Coach (Nile Harris) that if I provide concrete examples of my successes then it is not bragging. Nile quickly added that I should never feel bad about bragging on myself.  
- Lacy D.

I learned to quantify my performance or development achievements to make them more impactful!  
-Jennifer C.

# FRACTIONAL LEADER OR INTERIM PROFESSIONAL



Many companies face project delays or failures due to lack of expertise or financial constraints to hire a full-time leader.

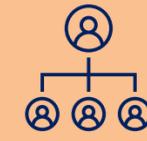
C-Suite or executive leadership turnover is expensive and time-consuming. It's estimated to be 213% of the position's annual salary.

Hiring the wrong person for the position is a risk. As your company scales or re-builds from a reduction in force, you need hands but lack the budget or need capacity but lack internal capabilities.

Companies are tasked with doing more with less.

# 5 Years

The average turnover of a CEO, an all time high.



Organizations who report having a succession plan for their most critical roles

**35%**



Leaders who say they lack training to address the challenges of their roles.

**74%**

# THE SHIFT TOWARD FRACTIONAL + INTERIM WORK IS RESHAPING THE WORKPLACE

**~55%**

Of annual pay to backfill a leadership position.



**~\$28k**

The average cost to recruit and onboard an executive-level leader.

## Top 5 Benefits

1. Access to specialized expertise
2. Low-risk talent assessment
3. Strategic approach
4. Elite skills at scale
5. Flexibility

# RELIABLE FRACTIONAL, INTERIM, AND CONTRACTING SOLUTIONS

## Fractional Leadership

---

Leverage Chief of Staff, strategy, and marketing expertise while you scale your business. Best suited for limited scope and greater span of control.

## Interim Professional

---

Expand capacity with expertise for short-term initiatives or program oversight with a greater scope of and a limited span of control.

## Contract Expertise

---

Deploy expertise across multiple needs and projects on a rolling basis. This solution offers flexible scope without a span of control.

# SELECT THE BEST OPTION FOR YOUR MISSION-CRITICAL INITIATIVE(S) OR PROJECT(S)

## FRACTIONAL



## INTERIM PROF.



## CONTRACT



IDEAL USE CASE



Leverage expertise to grow business, build a team or function, or cover open headcount.

Provides deeper value to manage a short-term initiative in the case headcount constraints.

Organization has multiple on-going needs across various projects or initiatives.

ENGAGEMENT LENGTH



6 to 9 months; renewable

3 to 12 months; renewable

Month-to-month retainer with 3-month minimum

SPAN OF CONTROL



Up to 7 direct reports

Up to 3 direct reports; or project team management

No direct reports

TIME COMMITMENT



Up to 20 hours per week

Up to 30 hours per week

Up to 30 hours per week or 120 hours per month

SCOPE OF WORK



Limited to 1-2 mission critical initiatives.

2-3 deliverables defined within the project scope.

Deliverables defined at the time of request; rush fee applies.

# CASE STUDY: FRACTIONAL OPERATIONS LEADER FOR CHARTER SCHOOL

## Support IT/HR Development & Restructuring.

### About the Client

- Largest charter school operator in Tennessee.
- 2000+ students at major city site.

### Assignment

- Fractional Operations Director
- 3 months
- 20 hours/week
- Hybrid

### Challenges

- IT infrastructure was outdated and required upgrades.
- Transition from Microsoft to a Google environment
- HR policies were outdated and out of compliance.
- Student tech constantly being repaired or replaced

### Outcomes

- IT infrastructure updates
  - Successfully swapped out old servers and installed some new classroom tech.
- All staff was transitioned to Google ahead of schedule and received online and in-person training.
- HR policies were aligned with governing body, the state of Tennessee, and included new policies governing behavior, personal leave, and PTO.
- A new policy was drafted that centered the student as being responsible for their tech where the family shared in the cost of repair/replacement. Teachers were re-trained on how to handle tech.

### Actions Taken

-  Created a project plan with IT managers for equipment upgrades and platform changeover.
-  Crafted employee communications and implemented support for tech changeover.
-  Reviewed governing body's employee handbook and policies. Researched state and federal requirements.
-  Met with leaders and teachers at multiple campuses to craft a student accountability policy for tech usage.
-  Conducted a campus-by-campus audit of student tech usage for additional recommendations.



# CASE STUDY: INTERIM DIRECTOR OF OPERATIONS FOR A CHARTER SCHOOL

## Managed COVID-19 Recovery & Growth.

### About the Client

- Single-site charter school in rural Mississippi.
- Constructing a new building on campus.
- Doubling student enrollment in one year.

### Assignment

- Interim Director of Ops
- 5 direct reports; 18-person organization
- 12 months
- 40 hours/week
- Hybrid

### Challenges

- COVID-19 Recovery and return to school plan
- Operations team lacked alignment and budget
- New building move-in and prep
- Lacked HR systems to manage personnel
- Increase teacher hiring to support enrollment

### Outcomes

- COVID-19 Recovery
  - Reduced staff exposure to COVID.
  - Only five student cases reported following return to school.
- Operations team lacked alignment & budget
  - Developed team self-sufficiency and problem-solving.
  - First operations budget empowered prioritization of work.
- New building ready for the first day of school.
- Lacked HR systems to manage personnel
  - New HRIS accelerated on-boarding.
  - Allowed staff access to their data online or via mobile app.
  - Easier to request and track PTO.
- Increase teacher hiring to support enrollment growth
  - 8 of 10 new teachers hired to meet increased enrollment.
  - First Finance Director hired.

### Actions Taken

-  Organized Operations team with roles and responsibilities and established regular meeting and workstreams.
-  Consulted state and federal authorities, and best practices to create COVID guidelines.
-  Architected and implemented COVID testing program for staff.
-  Worked with insurance providers to clean up discrepancies and proper billings.
-  Researched and implemented the first HRIS system to manage employee data, on-boarding, and payroll. And updated employee handbook to current laws and policies.
-  Negotiated contract with external recruiter and oversaw hiring process of new staff.
-  Oversaw furnishing and equipment installation in newly constructed building.



# CASE STUDY: CONTRACTED MARKETING MONTHLY RETAINER FOR SPORTS MEMORABILIA

## Develop marketing strategy for unique product.

### About the Client

- Startup run by owner and a partner
- Acquired patented product from designer
- Secured major team logo licenses

### Assignment

- Contracted marketing support
- Monthly retainer for 10 months
- 20 hours/week cap
- Remote

### Challenges

- The company and product lacked awareness.
- There was no marketing plan to build a customer journey or outline messaging.
- The pitch deck didn't inspire investment.
- Lacked team partnerships to capitalize on team logo licenses.

### Outcomes

- Built product awareness through Facebook and Instagram for this photo-based product giving the company its first 6-figure year.
- The partnership proposal increased interest from partnerships with Big Ten NCAA conference, the University of Michigan football program, and more.
- The updated pitch deck that included estimated company valuation increased investment interest.
- The streamlined marketing plan identified cities with super-users (e.g., high value university and professional teams with robust children's sports programs, primarily soccer and baseball).

### Actions Taken

-  Conducted an audit of marketing assets and collateral.
-  Worked with owner and partner to define ideal customer, brand and product messaging.
-  Took over working directly with their design consultant to inform creation of marketing assets.
-  Developed a marketing plan that prioritized key markets and target audiences.
-  Created branded pitch deck and branded proposals.
-  Researched and oversaw transition to digital marketing agencies to better market the product.



# BUSINESS CONSULTING + COACHING



Business moves fast and the landscape can shift quickly resulting in organizations struggling to define strategy, set goals, assess solutions, and leverage efficiencies.

Establishing a clear and effective strategic plan, identifying areas for growth, and optimizing organizational efficiency can be daunting tasks for businesses. Despite having a skilled workforce, these challenges can arise due to an abundance of information leading to indecision, limited perspective from being too close to the issue, or a scarcity of resources.

Consulting and coaching provides an organization with expertise and experience delivered objectively to provide innovative solutions, help drive growth, and achieve outcomes.

Fresh eyes bring new ideas.



Kindergartners are more likely to beat MBAs at the Marshmallow Tower Challenge.



**90%**

Survey respondents who failed to meet their goals due to poor implementation.



**33%**

Firms that practice future-focus have 33% more profitability and 200% greater market cap.



# LEVERAGE OUTSIDE PERSPECTIVES TO TAKE YOUR BUSINESS FURTHER

**94%**

Executives who are dissatisfied with their company's innovation performance.



## 3 Benefits

1. Objective assessment
2. Clarity + Action + Measurement
3. Strategic Foresight



**70:20:10**

A framework inspired by Google – 70% of time on daily work, 20% on improvement ideas, and 10% on experiments and pet projects.

# STRATEGIC FORESIGHT TRANSFORMS INFORMATION INTO INNOVATION

Strategic foresight is the anticipation of possible futures and exploring how current trends, events, and decisions shape those futures. It involves looking beyond short-term planning horizons to consider the broader context and forces that could impact an organization, industry or society over time.

INFORMATION

INSIGHT

INNOVATION



# LEVERAGE SPECIFIC EXPERTISE TO INFORM AND GROW YOUR BUSINESS

## Consulting

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Leverage strategy and marketing expertise with a well-defined engagement to address specific challenges or questions.

## Coaching

---

Co-create a success blueprint for your business during The 90-Day Accelerator Program.

# CHOOSE THE ENGAGEMENT FORMAT THAT BEST SUPPORTS YOUR GROWTH



## CONSULTING (Done for you)

- Startups wanting a deep dive
- Large corporation wanting an external perspective
- Mid-size companies needing to refine strategy to scale

- Well-defined scope and timeline
- Established meeting times
- Remote, on-site visits can be included

- Product marketing plans
- Commercialization
- Landscape Assessment
- Opportunity Assessment
- Strategic foresight

ENGAGEMENT FORMAT

RECOMMENDED FOR

STRUCTURE

FOCUS

## COACHING (Done with you)



- Budget conscious startups looking for expert guidance
- Solo/Entrepreneurs wanting an external perspective
- Mid-size companies wanting to identify gaps, crystalize strategy, and prioritize work.

- 90-Day Accelerator program
- Includes business assessment with gap analysis
- Create plan, set goals, and establish KPIs

- Identify ideal customer
- Marketing strategy
- Customer journey
- Craft strategy
- Establish goals and KPIs

# CASE STUDY: DIGITAL HEALTH LANDSCAPE ASSESSMENT

## Understanding digital health, data, & the patient.

### About the Client

- Fortune 500 medical device company
- Manages extensive database of patient and device data.

### Assignment

Consultant – uncover the digital health trends relating to patient data and MedTech devices and potential product extensions.

### Challenges

- Short-staffed product marketing group required assistance with understanding the digital health and remote patient monitoring landscape.
- Needed an understanding of how the healthcare industry in general uses blinded patient data and how to market to them.

### Outcomes

- 60-page assessment report outlining:
  - The current state and outlook for digital health and remote patient monitoring for cardiovascular diseases.
  - The current market size and growth potential of the CV segment.
  - Level of private investment in remote patient monitoring devices, data aggregation systems, and EMR/EHR platforms.
  - The tech giants and the concentric circles of patient data and how they are accelerating the next evolution of care.
  - Healthcare providers desires to have systems that create easy-to-share insights across multiple devices.
  - Recommendations of how to push further into the space with potential partners and timelines.
- Comprehensive presentation for investors
  - Outlined the overall research process with key insights.
  - High level summary of the challenges and opportunities.

### Actions Taken

-  Met with client to understand their database and how it's used and the challenges.
-  Conducted extensive research into digital health, remote patient monitoring, and data management.
-  Outlined the threats and opportunities of the digital health space and the level of investment.
-  Conducted a thorough competitive assessment and emerging technologies and competitors.
-  Presented findings to the Executive Leaders, R&D, Product Marketing, and Digital Health team.



# CASE STUDY: OPPORTUNITY ASSESSMENT FOR BIOTECH STARTUP

## Determine best indications for new technology.

### About the Client

- Seed-level startup
- Developed a bioabsorbable technology

### Assignment

Consultant – Opportunity assessment for therapeutic use and indication options with financial models.

### Challenges

- New technology with multiple therapeutic applications
- Undefined company identify and brand
- Needed a business case to attract investors

### Outcomes

- 80-page assessment report outlining:
  - 7 therapeutic applications and indication assessments.
  - Competitive landscape
  - Market size
  - Addressable market
  - Development and launch expenses
  - Product portfolio
  - Financial models including NPV, estimated investment, and projected exit timeline.
  - Recommendations for development strategy with 7 options in rank order.
- Comprehensive presentation for investors
  - Outlined process
  - High level summary of potential indications
  - Recommendations
  - Elements to craft a pitch deck

### Actions Taken

-  Learned about the technology and all potential applications, features, and benefits.
-  Performed extensive research on multiple applicable disease states including prevalence and market size.
-  Worked with client to identify the final best applications to further explore.
-  Coordinated with regulatory consultant to better understand potential clinical and approval pathways.
-  Developed financial models for each therapeutic area, multiple pipeline options, and potential value at exit.
-  Presented findings to company and its primary investor.



# CASE STUDY: GLOBAL PRODUCT MARKETING AND COMMERCIALIZATION

## Support simultaneous four-product global launch.

### About the Client

- Fortune 500 medical device company
- Commercializing four products globally in one year

### Assignment

Consultant – craft launch strategy, marketing asset development, and sales enablement.

### Challenges

- Short-staffed product marketing group required assistance with commercialization plans
- They were launching four products in the same portfolio and required a portfolio marketing approach and consistent messaging.

### Outcomes

- Established a global marketing plan including a new product launch plan.
- Developed staged portfolio messaging to match product clearance cadence.
- Designed and deployed demo products to key regions.
- Designed sales training with key messaging by customer segment, objection handling, and best practices for selling.
- Designed and deployed marketing assets for conference presence, ads, and KOL engagement.

### Actions Taken

-  Prioritized launches by geography and region.
-  Developed product messaging and portfolio positioning to sell products individually and collectively.
-  Met with sales training to establish potential objections and tactics to address.
-  Sourced vendor to design and drop-ship demo products to prioritized regions in the US and Europe.
-  Designed marketing assets and conducted market research to capture voice of customer on look, feel, and content.





# ABOUT HVG EXECUTIVE SOLUTIONS



# ADD HVG EXECUTIVE SOLUTIONS TO YOUR DREAM TEAM

	FRACTIONAL	INTERIM PROFESSIONAL	CONTRACTOR	BUSINESS CONSULTANT	BUSINESS COACH
					
Embedded with the team?	Yes	Yes	Maybe	No	No
Specified end date?	Yes	Yes	Maybe	Yes	Yes
Contract is renewable?	Yes	Yes	Yes	Yes	Yes
Represents the company?	Yes	Maybe	No	No	No
Leads direct reports or team?	Yes	Yes	No	No	No
Average time frame?	6-9 months	3-12 months	Monthly retainer; 3-month minimum	Defined in scope	90 days

# COMPANIES THAT EMPHASIZE PEOPLE + PERFORMANCE ARE MORE RESILIENT



While the top-performing companies in our data set—the P+P Winners and Performance Driven Companies—have very similar profitability and shareholder returns (13 percent and 15 percent, respectively), a key difference emerges in the quality of their earnings. P+P Winners have an added edge: resilience that tends to smooth out the ups and downs of business cycles and helps these companies withstand disruptive events. This attribute is increasingly valuable in an era of heightened uncertainty. **Focusing on people development alongside financial performance seems to offer some protection from volatility.**

Performance Through People: Transforming Human Capital into Competitive Advantage.  
McKinsey & Company, February, 2023

## ABOUT NILE HARRIS | FOUNDER + EXECUTIVE CONSULTANT

Nile Harris is a highly skilled and versatile leader who has made significant impact in the MedTech industry for two decades from the C-Suite to the Operating Room. This Medtronic and Abbott alumna's agility was forged through a successful cross-functional career spanning Corporate Strategy and Development, Product Marketing, Field Sales and Marketing, Strategic Market Insights, Commercialization, Market Access, and Executive Coaching.

Having led multi-generational and diverse teams, her exceptional leadership ability has been demonstrated throughout her various roles and by consulting for Fortune 100, mid-size companies, startup-ups, and non-profits. Nile is an expert advisor and mentor for Life Science Tennessee and The Nashville Entrepreneur Center focused on early-stage startups. She served as VP of the Board of Director for Matthew Walker Health Care Clinic and as an Advisor on the Advisory Board of Healing Innovations.

Additionally, Nile led strategy and operations in the K12 education sector for Tennessee's second largest charter school network as a Broad Center for the Management of Systems resident. And Director of Operations for charter school as an Education Pioneers COVID Recovery Fellow.

Since 2011, the Harris Ventures Group LLC has been equipping individuals, corporate clients, startups, and entrepreneurs to bring their ideas to life.



*As a strategist, it's important to keep the past in mind, a foot in the present, an eye on the future, your head on a swivel, and a hand on the wheel. Anticipate the future and draw from past experiences to consider multiple options to address what's coming and be prepared to act, not react, accordingly.*

# YOU'RE IN GOOD COMPANY

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## ORGANIZATION AFFILIATIONS AND ALUMNA

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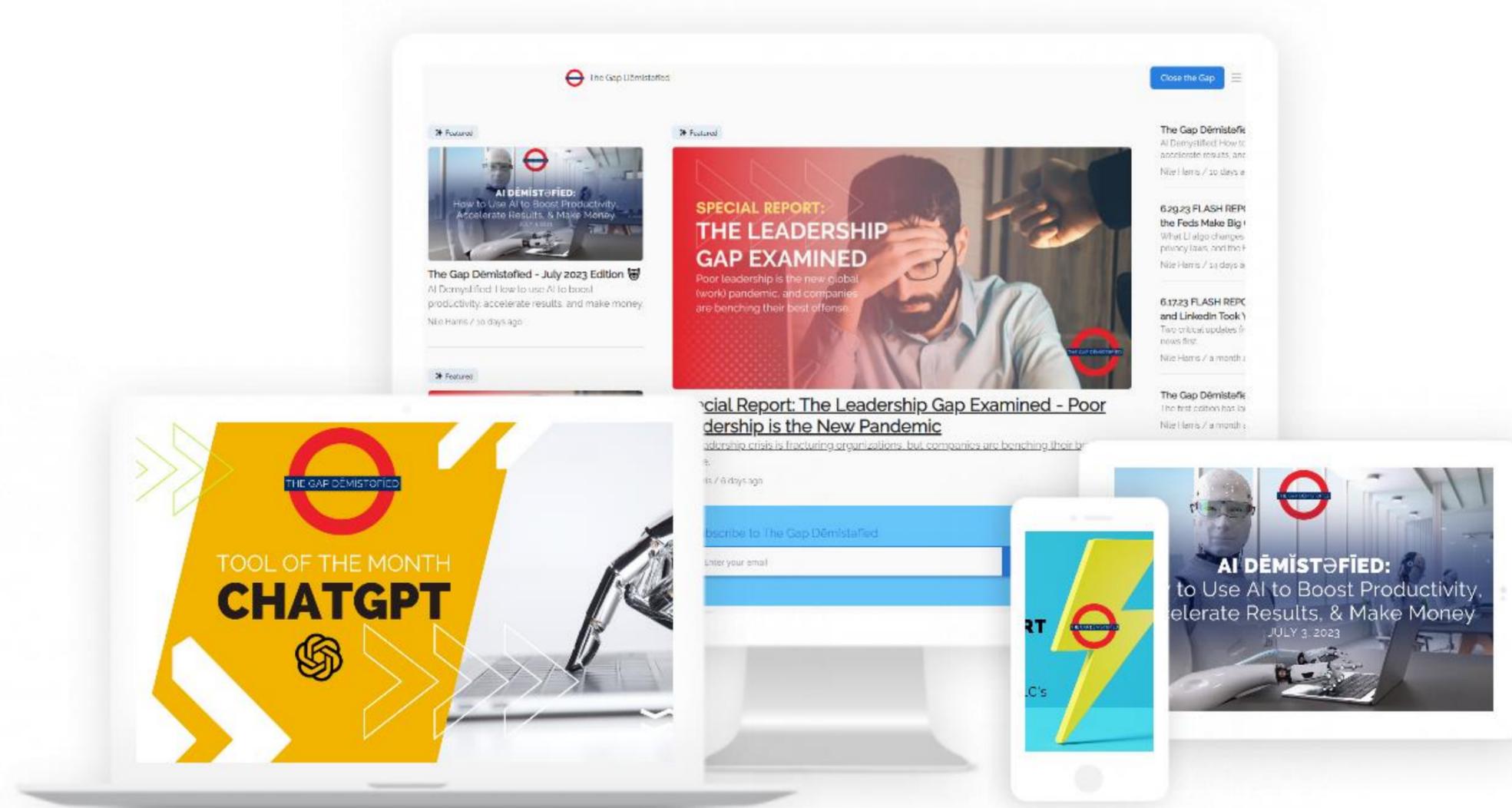
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# GAIN EXCLUSIVE ACCESS TO THE GAP DĒMĪSTĀFĪED

The Gap Dēmīstāfīed is a monthly newsletter equipping companies, individuals, teams, and solo + entrepreneurs with practical solutions to close the strategy-to-execution gap by demystifying the transformation of ideas into strategy, strategy into action, and action into results.



[demystified.iamnileharris.com](https://demystified.iamnileharris.com)

# LET'S GET STARTED CONTACT HVG EXECUTIVE SOLUTIONS TO DISCUSS YOUR INITIATIVE



## **Step 1.** **Contact Me**

Use the form to tell me about yourself and the solution(s) you are ready to explore.

## **Step 2.** **Schedule a discovery call**

You will be prompted instantly to schedule a time for us to chat.

## **Step 3.** **Check your email.**

Once our time together is scheduled, you will receive a follow-up email.



## **Stay Connected with HVG Executive Solutions**

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