



The Thoughtful Simplicity Success Formula

Vision + Culture + Execution = SUCCESS. AND FUN

Is this You?

Getting by, sometimes doing well, but dissatisfied. Everyone working hard but the results are never there. Good people working long hours but often at cross purposes. So many opportunities, so many projects, so much work, but where are the results? A bit overwhelmed at times...

In many ways you are among the fortunate. After all, you still have a business. 90% of the companies fail in the first year; 98% by the fifth year. *But there is a better way to live...*

Our **Vision-Execution-Tracker (VET)** process will HELP:

- Bring the Leadership team on the Same Page
- Create a Clear Vision
- Develop a Culture of Teamwork, Accountability, and Responsibility
- Lead to Clear Execution goals
- Deliver Stronger Results

Imagine having everything you need to run your business in two pages, which is what VET does. The vision, values, and strategies are on the first page. What needs to be done this quarter is on the second page. The VET process is conducted over five full days in a year.

Sounds too good to be true? Too simple? All great things are both simple and hard to do. But, that is exactly what we help our clients achieve. And *Fun* just comes along for the ride.

The Principal: Verinder Syal has run large and small businesses, has started two companies, is an award winning Professor at Northwestern University, and is also an author. He has actually walked in your shoes and understands your challenges and feelings.

Words of some Clients / Students:

- *"(He) is humble in coaching the team and myself on our journey of improvement. His direct and challenging style can be uncomfortable in the moment, but the results he helps us create are extraordinary. I'm grateful to be able to access (his) wisdom, and I'm a better leader because of his support."* – Bill Bennett, Founder & CEO, Level Office.
- *"Verinder has an uncanny ability to read people. He is an extraordinarily good facilitator, which comes from his people insight."* - Laura McKee CEO, Autism Home Support.
- *"To walk into Verinder's class is to enter an environment of pure, unbridled intellectualism that is all too rare...He is a maestro at fostering honest dialogue... and ultimately helping his students discover their best selves. I can say with no goeey sentiment that I am a better businessmen and person for having worked with him."* - Mike Mallazzo, Director at Dynamic Yield, Past Student.

The Guarantee: If you are ever dissatisfied by our work, just tear up the invoice.

Interested? Contact Verinder: 847-975-6054 or Verinder@thoughtfulsimplicity.com