



**LACKBURN**  
ADVISORY SERVICES

*Leadership. Development. Results.*

**Ann Blackburn 707-745-5005**

*"Ann is unique in the industry. She knows how to get directly to the core issues and pull a team together to focus on a business strategy that makes sense. Whether it is business growth, infrastructure issues, or launching a new product line/strategy, she will help your vision become reality."*

Barbara Kasoff, President/CEO  
Women Impacting Public Policy

High performance teams require high performance leadership to drive bottom line business results. BAS assesses your current environment using a results-oriented philosophy to help you clearly understand the factors contributing to or detracting from your desired outcome.

Our services work for businesses of all sizes, and include:

- Business Health and Operational Assessment
- Leadership and Team Development
- Executive Coaching
- Meeting Effectiveness Facilitation
- Talent Management

We help you achieve your goals with a customized program that features sustained education and ongoing role modeling. You can learn more about how our services helped real-world clients in a series of case studies called Client Results. Learn more about BAS founder Dr. Ann Blackburn's experience, background, and affiliations in the section called About Ann.

## **Business Health and Operations Assessment**

*"We now recognize our strengths as a company and individually. It is upon these that we are improving and growing our business."*

Robert Rosenberg, CEO  
Investnet, Inc.

Goal: Thrive and sustain momentum.

Great executive leaders recognize the considerable effort it takes to sustain growth and profitability. While it may be easy to identify WHAT you want your team to achieve, it is much more difficult to know HOW to help them maximize their potential.

That's why executives turn to Blackburn Advisory Services. We help you develop the individual and collective capacity to improve strategically, operationally, and financially.

## **Leadership and Team Development**

*"Working with BAS is like having an adjunct business partner, but better. Ann's on-call and consistent advice provides the organizational structure and accountability needed to take my business to the next level, over and over again."*

Susan Trainer, President/CEO  
Trainer Communications

Goal: Leverage your most valued resources.

Improved business health and performance requires investment in people, systems, and infrastructure. Such an investment does not always require additional resources; it may be a matter of simply refining or leveraging resources you already have.

## **Executive Coaching**

*"It is essential in our cyclical business of home building that we remain constantly aware of changing priorities. Ann helps us maximize our assets and resources as the market changes."*

Curt Blomstrand, President  
Lenox Homes & Focus Realty

Goal: Define and achieve short and long-term objectives.

Achieving measurable goals requires you to prioritize actions against expectations. BAS helps you define, re-define, and focus on appropriate tasks to achieve your specific milestones and objectives.

Your BAS business coach also acts as a confidant and sounding board for new ideas. You can talk to your coach about issues that are inappropriate to discuss with others in your company. What is said to your coach always remains confidential.

BAS partners with you to provide a fresh perspective and alternative options for improving results. We regularly assess individual and organizational performance, and then deliver the motivation, accountability, strategies, and action items that will better leverage your team's efforts. We even help you fine-tune your leadership skills with new methods to improve communications within your organization.

### **Meeting Effectiveness Facilitation**

*"Ann's role as a Regent on the governing board of John F. Kennedy University has contributed significantly to a project which impacted all faculty and staff members. Largely due to her leadership, the University has embarked on a benchmarking analysis involving compensation and a variety of benefits. Her experience has resulted in positive conclusions which have been embraced by Regents, administrators and the entire university community."*

Steve Stargardter, President  
JFK University

Goal: Accomplish more in your meetings, in less time.

Meetings are a microcosm of your organization's culture. Effective meetings promote high performance through open dialogue, collaboration, results-oriented conversations, and actions.

BAS acts as an impartial facilitator to provide a comprehensive perspective to your meetings. This allows everyone engaged in the process to improve their understanding and enhance their participation in achieving meeting goals.

### **Talent Management**

*"Blackburn Advisory has proven to be an effective partner as the Port of Tacoma navigates its way through the BRAC process. The Port is a complex real estate project that involves the private and the public sector. It was important for us to work with someone familiar with the complicated process and mandated procedures."*

Jack Hedge, Manager Real Estate  
Port of Tacoma, Washington

Goal: Enhance strengths while reducing weaknesses

To achieve sustained success, your organization must identify and recognize its key strengths and weaknesses. Having a third party witness and participate in key decisions provides the insight necessary to facilitate needed changes.

Companies and organizations grow and prosper because individuals within them grow and develop additional skills and experience. Enhancing and growing individual skill sets provides the framework necessary to grow and sustain any organization. To facilitate this, BAS employs an inclusion-based learning model of key indicators, surveys, and results milestones.

## **How We Work**

BAS tailors their services to your specific needs and goals. Each project includes a customized program that targets your exact requirements, and sustained education/role modeling so you can apply the lessons learned from your project to future goals.

### **The BAS Customized Program**

*"Since I started working with BAS, I no longer feel so alone. I have someone to talk to about my business, who knows business."*

Carol Kotewicz Dencker, CEO  
Renoir Staffing

BAS has a no-nonsense approach that defines a beginning, middle and end to each project. This assures measurable results as well as client satisfaction and fulfillment. For each separate engagement, we design a tailored, specified statement of work that defines the project's scope, timelines, objectives, and success criteria.

### **Sustained Education and Role Modeling**

*"Having someone who understands my business and can look at it from a different perspective has been invaluable. Our operations, our personnel and our product are vastly improved since we started working with BAS."*

Barbara Llewellyn, President/CEO  
Barbara Llewellyn, Catering and Event Planning

BAS delivers a sustained approach rather than a training program. It is integrative and transpires over a period of several months. This insures that all associates involved in the program absorb the techniques and strategies included. This allows your organization to build on the lessons learned during your project and sustain positive results.

A typical engagement with clearly stated objectives usually ends within four to six months. An average time commitment is ten to fifteen hours per month, including meeting facilitation.

## **Client Results**

*"I thought I could figure it out myself, but having someone like Ann help me think and talk through issues has expedited our growth and productivity."*

Khulud Halaby, Country Manager  
DHL Express

BAS has one explicit purpose: providing executives and their teams with accelerated, measurable results.

Our sustained and defined coaching program provides personal and tailored solutions to the specific needs of our clients who work with BAS to address common business challenges such as:

- Developing alternative market segments
- Identifying communication roadblocks and implementing improvements
- Reducing employee turnover

### **Case Study#1: A client experiencing a major loss of customers develops an alternative market segment to balance portfolio.**

**CHALLENGE:** A client lost its major clients totaling 80% of their portfolio. The client needed to expand their target market and develop an alternative marketing approach in order to remain profitable.

**BAS SOLUTION:** Organizational and Team Development. BAS designed a nine month engagement to restructure the organization and develop senior-level team members into a cohesive team body that could influence and sustain market changes in the industry.

**RESULTS:** The client created a leadership team which continues to grow the company to this day. With BAS assistance, this team developed training programs and innovative methodologies for motivating and educating employees. Over a nine month period, the team expanded its target client base to include health care. This created balance in the portfolio by reducing their previous client to only 30% of the overall revenue stream.

### **Case Study #2: A client reduces communication challenges around a major development project.**

**CHALLENGE:** A client needed to obtain positive support and approval for a real estate development project without incurring negative reaction and media attention.

BAS SERVICES: Communication and Meeting Facilitation. BAS designed a twelve month engagement to educate the community and obtain positive public participation and approval for this major real estate development project.

RESULTS: Designed and implemented a pro-active communications program that engaged the community. Components of the plan included personal and group meetings with political and community leaders and organizations, media relations, and governmental affairs relations. Project proceeded successfully from concept through design to construction.

**Case Study #3. A client experiencing extremely high employee turnover reverses the trend.**

CHALLENGE: The client experienced excessive employee turnover resulting in a 50% loss of business.

BAS SERVICES: Organizational and Team Development. BAS designed a twelve month engagement to restructure the organization. This included personnel assessments, communications, job descriptions, operational process improvements and a new compensation plan.

RESULTS: With BAS assistance, the client remodeled their corporate structure, resulting in redistributed resources, a redeployed sales force and a restructured operations team working to an accountability plan. The client also developed and implemented recognition and rewards systems that resulted in a 50% decrease in employee turnover and 30% increase in revenues.

# **Prescription for Business Success**

## **Business RX**

Could your business benefit from the expertise BAS provides? Review the Business Health checklist and determine if your organization could benefit from a BAS program:

### BUSINESS HEALTH CHECKLIST

- Are your employees eager to contribute?
- Do they often suggest ideas for improving the company?
- Are all levels of employees encouraged to contribute?
- Is there an element of trust within the organization?
- Are the company leaders positive thinkers?
- Is mutual respect towards all employees a core value of your company?

## **About BAS**

Founded in 2003, BAS serves clients from both the private and public sector, as well as industries including real estate, public relations, personnel recruiting, public relations, investment firms, attorneys, accounting firms, engineering, property management, high tech, event planning and peer advisory organizations. We have helped companies with gross incomes ranging from \$3,000,000 to \$100,000,000. Clients include business owners, boards of directors, universities, cities, military, cities, and ports.

Successfully coaching and mentoring business executives requires experience. Dr. Ann Blackburn brings executives a proven 28 year track record in both the public and private sectors. This track record includes:

- CEO of a private company with over one billion dollars in assets
- University Regent and member of Boards of Directors for both public and private organizations.
- Project Director for Bechtel
- Practice Leader for Ernst & Young
- Deputy Director of a Federal Corporation
- Founder and Business Owner, BAS

Her demonstrated success in driving cross-functional collaboration and leading high performance teams equips Ann with the skills necessary to establish trust and gain the confidence of high-level executives.

Ann's ability to advise clients on how to improve strategically, operationally, and financially benefits from formal training with a Ph.D. in Organizational Leadership. This uniquely qualifies her to provide the thought leadership and critical thinking upon which executives can rely.

## **AFFILIATIONS**

Women Presidents' Organization  
National Network of Commercial Real Estate Women - Past President  
California Women's Leadership Association - Board Member  
JFK University Board of Regents - Regent  
Women Impacting Public Policy (WIPP) - Member, Board of Directors  
Association of Defense Communities – Member  
International Association of Facilitators - Member  
Chapman University College Advisory Board - Member  
US State Department: Middle East/US Women Business Leaders - Delegate

## **SPEAKING ENGAGEMENTS**

Urban Land Institute  
Association of Defense Communities  
Commercial Real Estate Women  
Society of Military Engineers  
Council for Urban Economic Development  
Society of Industrial and Office Realtors

## **Contact BAS**

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