



A Broad Range of Consulting & Advisory Services

1480 Spalding Drive, Atlanta, Georgia 30350-4211 • (404) 374-1433 • info@strategicplanningassociates.com

Business Strategy

- Market positioning
- Branding & organizational identity
- Customer & employee value propositions
- Customer, supplier & employee surveys
- Productivity, efficiency & safety
- Staffing & infrastructure
- Process reengineering
- Mergers, acquisitions & spin-offs
- Management coaching & team-building
- Cost management
- Labor/union relations
- Culture change

Strategic Planning

- Board consensus-building
- Market & customer strategies
- Internal & external research/surveys
- Organizational effectiveness
- Process management
- HR, benefit & total rewards strategy
- M&A planning
- Program consolidation
- Leadership development
- Recruitment & retention
- Benchmarking & best practices
- Labor relations
- Communication & change management

Retirement

- Actuarial support
- M&A planning
- Qualified & non-qualified plan design
- Plan consolidation
- Asset/liability analysis
- FASB/GASB
- Retirement planning, including income/expense modeling
- Communication & change management

Post-Retirement Plans

- Liability management
- Design
- FASB/GASB
- Financial modeling
- Communication
- Change management

Compensation

- Total rewards strategy
- Benchmarking
- Deferred compensation
- Executive programs

Communication

- Communication strategy
- Management consensus-building
- Employee surveys & focus groups
- Creative development and branding
- Copywriting & design
- Training
- Production & fulfillment

Health & Welfare

- Benefit strategy
- Competitive needs assessment
- M&A planning
- Benefit consolidation
- Plan design
- Funding & cost-sharing
- *Cost reduction* →
- Financial modeling
- RFP processes
- Vendor negotiations
- Communication
- Change management

- Plan consolidation
- Vendor contracting
- Predictive modeling
- Data-based decision-making tools
- Consumer-directed health care
- Wellness & preventive care
- Case management
- Disease-state management
- Integrated disability management