



Powering Strategy Execution



ALULASM

UPLIFTING BUSINESS PERFORMANCE

A CLG COMPANY



Uplifting Business Performance



ALULA's approach to powering strategy execution is different.

HOW DOES BUSINESS IMPROVEMENT HAPPEN?

It's a complex time to set and execute business strategy. The pace of culture change and technology continues to accelerate, and traditional planning models and implementation systems simply aren't yielding results. So, what anchors successful strategy execution today, and how does business improvement really happen? Our experience over the past 25 years has revealed one consistent element that continues to have tremendous influence over business performance, even in today's uncharted environment ... human behavior.

ALULA's approach to powering strategy execution is different. Our deep understanding of the science and principles of human behavior allows us to help organizations identify and improve business-critical behaviors that positively influence strategy execution and uplift business results.





WHAT ARE BUSINESS-CRITICAL BEHAVIORS?

Simply stated, they are the most important things people say and do that most influence strategic success. Business-critical behaviors are unique to each organization depending on their strategy execution plans, business improvement initiatives, and performance targets. ALULASM helps clients identify and deploy these business-critical behaviors and links them to business drivers to achieve desired results.



Our flexible, adaptable methods allow us to enter an engagement at virtually any point to work where and when you need us most.

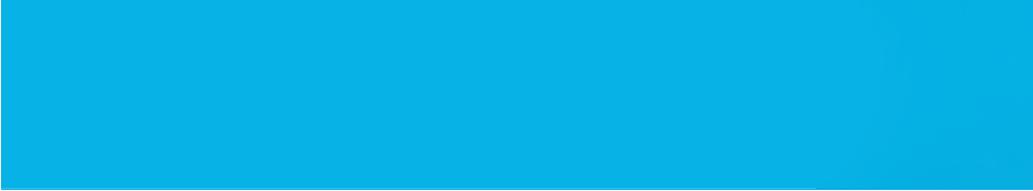
THE CONFIDENCE OF SCIENCE-BUILT

Behavioral science is at the core of ALULA's offering and serves to inform virtually every client recommendation. This deep understanding of behavior allows us to approach business differently. The science helps us cut through the thousands of behaviors performers do daily and focus on the most important ones that influence business success every day. This unique perspective also allows us to identify why your employees are or are not doing the right behaviors and how to create a strong support system to reinforce what they are doing well. It also adds a dimension to strategic execution that most consultancies simply don't address. To leverage the science of behavior on behalf of our clients, ALULA employs not only a unique team of behavior analysts and business professionals, but tools and processes built on decades of in-depth, scientific research, data analysis, and expert insights.



THE PRECISION OF CUSTOM-MADE

Every organization employs unique measurements of success and views strategic accomplishments differently. Our approach accommodates the complexities of your culture and workforce, and the distinct needs of your business, delivering unique solutions to your specific challenges. Our flexible, adaptable methods allow us to enter an engagement at virtually any point to work where and when you need us most.



Three Areas of Acute Organizational Influence

ALULA works with clients to accelerate strategy execution by identifying and connecting business-critical behaviors to desired results. We typically work within the three foundational business disciplines of Change, Leadership, and Performance.

CHANGE

Businesses are experiencing a fundamental transformation in how they operate. Continuous and concurrent change in business is no longer the exception, but an ongoing, ever-present challenge . . . a new way of thinking.

ALULA's deep focus on understanding how the science of behavior can improve change, acceptance, and adoption has helped clients become more agile and deliver a larger return on their company's change investment.

ALULASM HAS SPECIFIC EXPERTISE IN THE FOLLOWING:

- Technology Implementation and Optimization
- Digital Transformation
- Strategy Implementation
- Business Model Implementation
- Culture Change
- Post-Merger Integration (PMI)



“When I think of change management, behavioral change ... I think of ALULA. They are the only ones whose work lasts.”





LEADERSHIP

Even with well-established leadership development programs, most organizations struggle to effectively cultivate and advance high-performing leaders, accelerate the development of mid-level leaders, or fill the talent pipeline with a steady stream of capable leadership candidates.

ALULA's approach is different. Our deep understanding of how the actions and words of leaders influence business results allows us to help organizations unlock essential leadership behaviors, increasing the pace of development and directly impacting results. We have 25+ years of experience in helping clients solve this rapidly intensifying business challenge.

ALULASM HAS SPECIFIC EXPERTISE IN THE FOLLOWING:

- Executive Coaching
- Performance Coaching
- Leader Transition
- Leadership Development
- Generational Leadership
- Leadership Team Effectiveness



"I've worked with other firms that do work in leadership development, coaching, and organizational consulting.

ALULA's approaches are more modern, flexible, and practical."





PERFORMANCE

Organizational performance can be directly linked to the business-critical behaviors of individuals, from organizational leadership to team leaders to team members.



"ALULA takes a client out of the classroom and works with them in the field better than anyone I have seen."

At ALULA, we recognize the challenges companies are facing and the programs they are launching to modernize their sales channels and supply chains, improve manufacturing efficiency, and speed up product development. Our unique teams, proprietary processes, and quarter century of experience allow us to help organizations identify and close gaps in behaviors to positively influence business results.

ALULASM HAS SPECIFIC EXPERTISE IN THE FOLLOWING:

- Becoming a High-Performing Organization
- Salesforce Effectiveness
- Turnaround Planning and Execution
- Performance and Work Process Improvement
 - Reliability
 - Safety and Environmental Compliance
 - Cost Management
 - Productivity
 - Operational Discipline
 - Forecasting



ABOUT ALULASM

ALULA is a management consultancy founded in 1993 as Continuous Learning Group, Inc. (CLG) to assist Fortune 500 companies with improving strategy execution. Today, ALULA exists to inspire and accelerate the extraordinary growth of individuals and exceptional performance of business. ALULA employs proven principles of behavioral science to help organizations more efficiently and effectively implement change, enhance leadership capability, and improve performance.



ALULASM PROVIDES SOLUTIONS WHERE OUR CLIENTS NEED US.

ALULA's corporate headquarters is located in Pittsburgh, PA, with offices in Morgantown, WV, Toronto, ON, Canada, and Singapore. ALULASM consultants support clients at locations around the world.



ALULA.clg.com PH: 1.800.887.0011 (U.S. Toll-free). 412.269.7240