

IT productivity

The Gerald Hoffman Company (GHC), a small group of senior executives and consultants, can help you manage and use information technology to achieve your business goals, and increase efficiency and profitability.

- **EXPERIENCED CONSULTANTS:** Whether entrepreneur or corporate conglomerate, GHC has had experience with most business problems and can offer multiple paths to resolution.
- **PROVEN METHODOLOGIES:** We have developed proven methodologies based on our wide experience with many clients in many industries, enabling us to deliver reliable solutions faster, at highly competitive rates.
- **COMMITMENT TO IT SUCCESS:** As educator, author, and IT expert, Gerald Hoffman can help you personally to gain powerful new perspectives on your managerial problems.

ABOUT 70% OF ALL IT PROJECTS FAIL BECAUSE OF :

- Mismatch between IT efforts and corporate strategy
- Insufficient time and budget planning
- Lack of communication between executives and IT managers

Our Meta Planning methodology can prevent these failures

positive outcomes

Client List

Consulting Clients

ABN Amro Bank	Hull Trading Company
Advantis	IBM Global Network
AFLAC, Inc.	Journal Communications, Inc.
Alloyd, Inc.	A. T. Kearney, Inc.
Ameritech	National Crop Insurance Services
ARDIS	ServiceMaster Co.
Arthur Andersen & Co.	Trustmark Insurance Companies
Boise Cascade Office Products	TTX Corporation
Exelon Nuclear Generating Co.	United States Naval Institute
Foote, Cone & Belding	

Executive Education Clients

American Quality and Productivity Institute	Milwaukee Public Schools
Ameritech	Mortgage Bankers Association
Cellular One	National Association of Electrical Contractors
IBM	Portland Cement Association
International Communications Association	Schlumberger-GeoQuest

University-Based Executive Education Clients

American Assembly of Collegiate Schools of Business	Management Centre, Europe (Brussels)
American Management Associations	United States Naval Postgraduate School, Executive Education Center
Columbia University	Northwestern University
Stuart Graduate School of Business, Illinois Institute of Technology	Washington University in St. Louis



The Gerald Hoffman Company, LLC

www.ghco.biz

focuseddirection

Services Offered

Whether addressing your existing operations, or designing, building, and installing new systems, GHC works with you on ways to improve your business.

Project Consulting Results

Driven projects designed to reach your company's goals.

Executive Counsel

Objective, confidential insights extend beyond conventional IT projects to one-on-one or small group advisory.

IT Education

Custom IT training and education helps management, staff, and individuals do better work.

addedvalue

For a no-obligation consultation on how you can enhance your IT results, contact GHC.

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Chicago, Illinois 60611

assuredresults

Products Offered

GHC provides proven methods of analysis that lead to faster, better solutions and enables more competitive pricing—far below the cost of "custom" services.

metaplanning™

Leading-edge, research-based IT methodology helps you identify, analyze, and mitigate the causes of IT failures before they occur.

IT Governance Analysis & Improvement

Identify and address controllable variables in the IT process, including authorization, changes, execution, and evaluation.

Information Technology Strategy Assessment (ITSA)

As IT expenses continue to escalate, this comprehensive profile identifies priorities and helps you implement cost saving and resource saving strategies.

Executive Education for IT Success

Depending on your organization's needs, GHC can design an educational program, interactive workshop, or study curriculum to help your organization achieve effective IT management.

industryexpertise

GHC's experience across a wide range of industries delivers perspectives far different from your own. You'll benefit from solutions to core IT challenges in many different environments—public and private, profit and not-for-profit, including:

Consulting ▫ Construction ▫ E-Business ▫ Financial Services ▫ Health Care ▫ Higher Education ▫ Human Resources ▫ Insurance ▫ Information Technology ▫ Manufacturing ▫ Marketing ▫ Physical Distribution ▫ Publishing ▫ Software Development & Marketing ▫ Telecommunications Carriers ▫ Transportation

functionalexpertise

Business Process Design ▫ Business Strategy & Planning ▫ Commercialization of New Technology Products & Services ▫ Competitive Analysis ▫ Education & Training ▫ Information Technology Strategy, Planning & Management ▫ Internet Strategies ▫ Interpersonal Relationship Management ▫ Knowledge Management & Intellectual Capital Management ▫ Logistics & Distribution ▫ Organization Design ▫ Project Management ▫ Start-up Support ▫ User needs analysis