



R. MacDonald Consulting Group, Inc.

*Converting vision and strategy
into action and results*

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*"Progress occurs when courageous, skillful leaders seize the opportunity
to change things for the better."*

~ Harry S. Truman

Successful business people know that managing and embracing change is critical to surviving in today's increasingly competitive world. Daily we are being asked to be global business leaders, to do more with less and to embrace continuous learning.

Developing individual and organizational capabilities and aggressively developing leadership talent is a wise investment that requires planning and commitment. To succeed you need exceptional leadership vision. To thrive you must attain peak performance. To win in the marketplace you must achieve extraordinary results.

Extraordinary results come from:

- ❖ **Extraordinary leadership vision**
- ❖ **Extraordinary team dynamics and synergy**
- ❖ **Extraordinary organizational effectiveness, alignment and commitment**

Dynamic, focused and solution based, the R. MacDonald Consulting Group has been providing executive coaching and development to leaders, teams and organizations in some of the world's most prestigious and successful companies since 1994.

Our services are tailored to maximize effectiveness and increase bottom line results. Our solutions are innovative and pragmatic - designed to give you the tools you need to catalyze forward movement and surpass the competition.



About RMCG

The R. MacDonald Consulting Group is a leading edge global consulting practice founded in 1994 by Randee Novick MacDonald. We provide executive coaching and development, leadership team building and development, organizational effectiveness and human resource effectiveness consulting to clients worldwide.

Developing individual and organizational capabilities and aggressively developing leadership talent is a wise investment that requires planning and commitment. We coach executives on how to leverage their strengths, develop their organizations, lead change and effectively manage personal and business transitions.

Our Unique Competitive Advantage

- ❖ **Over 25 years of experience in dynamic economies and business cycles** including accelerated growth and reduction, turnaround, start-up and mergers and acquisitions.
- ❖ **Highly experienced in working with senior executives** across a wide spectrum of industries.
- ❖ **Keen insight into how people learn and develop** and how the context of the environment drives the need for change.
- ❖ **Customized executive coaching** integrating a thorough understanding of business complexities and organizational dynamics.
- ❖ **An innovative "get it done" attitude** bringing strategic human resources and business planning expertise together.

"The future belongs to those who believe in the beauty of their dreams."

~ Eleanor Roosevelt



About Randee MacDonald

RANDEE NOVICK MacDONALD is founder and president of the R. MacDonald Consulting Group, and is an executive coach and active advisor to executives in many Fortune 500 companies. Working with executives, leadership teams and human resource organizations, **she specializes in converting vision and strategy into action and bottom-line results.**

Randee holds a B.A. in Communications from the University of Wisconsin at Madison and an M.A. in Labor Law from the University of San Francisco. She is an alumnae board member for the Berkeley Center for Executive Development, Haas School of Business, University of California at Berkeley, and serves as a founding mentor for the Bay Area MenTTium 100. She is a 1996 graduate of Leadership California and has participated in Executive Development Programs at the University of California at Berkeley, Simmons College of Boston, Babson College and the University of Southern California. She also co-chairs the Human Resource Planning Society Education Committee's learning practice for the arena of Succession Planning and Leadership Development.

Randee has over 25 years' experience in executive coaching, consulting and human resource management supporting a broad spectrum of global corporations and diverse industries. She brings a **unique entrepreneurial creativity** to solving business problems and developing the leadership and organizational capabilities needed to succeed in today's dynamic marketplace.

*"We must become the change we want to see in the world."
~ Gandhi*



Our Services

"Leadership is a process, a set of attributes that stems not so much from the ability to wield formal authority or to assert power, but the ability to get people to follow."

~ Robert Reich

For Executives

- ❖ Executive Coaching and Development

For Leadership Teams

- ❖ Leadership Team Building and Development
- ❖ Strategic Planning

For Organizations

- ❖ Organizational Effectiveness
- ❖ Change Management

For Human Resources

- ❖ Human Resource Transformation



Our Services (cont.)

*"As a leader, your first priority is to free yourself from the force of habit."
~ Konosuke Matsushita*

Executive Coaching and Development

- Gain strategic and visionary leadership
- Bring focus and clarity to goals
- Strengthen executive presence and impact
- Enhance communication skills
- Develop learning agility and emotional intelligence
- Build and motivate leadership teams
- Increase capacity to solve complex problems
- Integrate learning and accelerate development

Executive coaching is a highly focused approach that helps participants create greater value and impact for themselves, their employees, their organization and their customers.

We work with executives to leverage their creativity and resourcefulness by building on the strengths and experiences they have developed over a lifetime.

Executives seek outside advice and guidance for a variety of reasons: New job, new boss, new company, new function, new organizational level, new competition, environment or leadership challenge. In addition, the ever-changing marketplace requires its leaders to continually assess and adjust their personal leadership, as well as their organization's strategies, structure and staff. Coaching is a wise investment for those that value continuous learning and wish to accelerate their personal development.

Through ongoing work with a coach executives **improve leadership skills, clarify priorities, target key strengths, improve performance and maintain their competitive advantage.** The coach serves as an **impartial sounding board and trusted advisor**, giving the leader the opportunity to grow, stretch and stay focused on the priorities with the highest impact. These are the same reasons that world-class athletes and musicians continually train with a trusted coach or teacher.



Our Services (cont.)

"Your foremost job as a leader is to take charge of your own energy and then help to orchestrate the energy of those around you."

~ Peter Drucker

Leadership Team Building and Development

- Identify common purpose, vision, mission and strategy
- Understand the dynamics of high performance teaming
- Clarify roles and accountabilities
- Leverage each team member's unique strengths
- Develop concrete success factors for measuring performance
- Practice knowledge transfer across the organization

High performance business teams are passionate about their work, their team and the organization. Successful leaders challenge and coach their teams to high performance by encouraging entrepreneurial thinking, flexibility, creativity and strategic collaboration.

We perform a thorough diagnostic of team capabilities and individual strengths, helping teams build a foundation of skills and tools that accelerates their ability to lead. Clear vision and purpose, trust, clarity of goals and alignment of organizational objectives and values are results that deliver a significant return on investment.

Strategic Planning

- Develop a shared context and historical perspective
- Analyze the competitive landscape
- Identify opportunities and threats
- Create a compelling vision
- Increase commitment and momentum
- Target resources

The best leaders define excellence and success in terms of a vision that engages those around them. In addition to creating the future, they must also know how to communicate its road map in a clear and compelling manner.

We assist in this process by **helping you understand the past and assess the present, by creating scenarios and possibilities and by sharpening your focus.** We instill passion and generate momentum -- paving the way to a future with maximum impact and results.



Our Services (cont.)

*"The task of the leader is to get his people from where they are
to where they have not been."*

~ Henry Kissinger

Organizational Effectiveness and Change Management

- Develop a transformation strategy that sustains superb performance and long-term improvement
- Analyze organizational readiness, strengths and barriers
- Define and align strategy, values, goals, structure and skills
- Develop a system-wide communication and commitment plan
- Align values, plans, cultures and markets
- Lead change effectively and creatively

Effective leaders are constantly evaluating and developing their own abilities while assessing strengths and gaps in the organization. Monitoring the growth and health of the organization is an ongoing job; a leader who can effectively manage and lead change can make the difference between creating the future and trying to catch up.

Organizational effectiveness and change management consulting help executives and leadership teams be proactive and agile in today's dynamic marketplace. We help executives assess organizational capability and drive action plans to create strong and sustainable impact in today's dynamic marketplace.

*"We must dare to think 'unthinkable' thoughts. We must learn to explore all the options
and possibilities that confront us in a complex and changing world. We must learn to
welcome and not fear the voices of dissent..."*

~ William Fullbright



Our Services (cont.)

Human Resource Transformation

"Our job is to provide a culture in which people flourish and reach their dreams — in which they can be all they want." Jack Welch

- Link business and human resource strategy
- Drive strategic human resource and workforce planning
- Enhance strategic staffing, succession planning and leadership development
- Develop a leadership and talent management engine and pipeline
- Develop performance management programs to improve enterprise-wide standards
- Re-engineer human resource function effectiveness
 - Develop a human resource transformation strategy
 - Analyze organizational readiness, strengths and barriers
 - Define and align strategy, values, goals, structure and skills
 - Develop a system-wide communication and commitment plan

Human resource transformation is the single core competency that most differentiates your organization from the competition. If people are a company's most powerful and unique competitive advantage, then the ability to select, develop, organize and motivate those people is critical.

Developing a transformation strategy for the human resource organization is vital to the organization's overall success. **Our consultants bring objectivity, a fresh perspective and learning from organizations and industries across the globe.** Working in tandem with key executives, we design, align and implement systems that maximize the individual's potential in a way that creates extraordinary results.



Our Clients

We have achieved outstanding results in a multitude of industries including: communications, technology, entertainment, financial services, insurance, health care, pharmaceuticals, biotech, medical devices, consumer, food and beverage, retail, manufacturing, construction and professional services.

The following is a partial list of our clients:

- Agilent Technologies
- AMB Property
- American Retail Group International
- Bechtel Group
- Blue Shield of California
- California Water Service
- Charles Schwab
- Cisco
- Clorox
- Cordis
- Corning
- Delicato Vineyards
- Electronic Arts
- Fireman's Fund Insurance
- GlaxoSmithKline
- Hewlett Packard
- Jack in the Box
- Johnson & Johnson
- Levi Strauss & Co.
- LifeScan
- National Semiconductor
- Neutrogena
- Ortho Biotech/Tibotec Therapeutics
- Ortho-McNeil Janssen
- Pacific Bell Telephone
- PG&E
- Raychem
- SBC Communications
- Sun Microsystems
- Synopsis
- Sutter Health
- Telus of Canada
- The Gap
- West Coast Energy of Canada



Recommended Reading

Welcome to RMCG's recommended reading list!

Culture

Beyond Bureaucracy: Essays on the Development and Evolution of Human Organization - Warren Bennis

Corporate Culture and Performance - John P. Kotter, James L. Heskett

The Leadership Pipeline: How to Build the Leadership Powered Company - Ram Charan, Steve Drotter, Jim Noel

Playing For Keeps: How the World's Most Aggressive and Admired Companies Use Core Values ... - Frederick G. Harmon

Sculpting the Learning Organization: Lessons in the Art and Science of Systemic Change - Karen E. Watkins, Victoria J. Marsick

Stewardship: Choosing Service Over Self-Interest - Peter Block

Transforming the Organization - Francis J. Guillard, James N. Kelly

Empowerment

Against the Gods: The Remarkable Story of Risk - Peter L. Bernstein

Churchill on Leadership: Executive Success in the Face of Adversity - Steven Hayward

Emotional Intelligence - Daniel Goleman

Flight of the Buffalo: Soaring to Excellence, Learning to Let Employees Lead - James A. Belasco, Ralph C. Stayer

Now, Discover Your Strengths - Marcus Buckingham, Donald O. Clifton, Ph.D.

Six Thinking Hats - Edward De Bono

Undaunted Courage: Meriwether Lewis, Thomas Jefferson, and the Opening of the American West - Stephen E. Ambrose



Leadership

The Effective Executive - Peter F. Drucker

The Essence of Leadership: The Four Keys to Leading Successfully - Edwin A. Locke and Associates

First, Break All the Rules: What the World's Greatest Managers Do Differently - Marcus Buckingham, Curt Coffman

Global Explorers: The Next Generation of Leaders - J. Stewart Black, Allen J. Morrison, Hal B. Gregersen

High Flyers: Developing the Next Generation of Leaders - Morgan W. McCall Jr

The Leadership Challenge - James M. Kouzes, Barry Z. Posner

Leadership Is an Art - Max DePree

Learning to Lead: The Art of Transforming Managers into Leaders - Jay A. Conger

The Lessons of Experience: How Successful Executives Develop on the Job - Morgan W. McCall, Jr., Michael M. Lombardo, Ann M. Morrison

Now, Discover Your Strengths - Marcus Buckingham, Donald O. Clifton, Ph.D.

On Becoming a Leader - Warren Bennis

Principle-Centered Leadership - Stephen R. Covey

Results-Based Leadership - David Ulrich, Jack Zenger, Norman Smallwood

The 7 Habits of Highly Effective People - Stephen R. Covey

Managing Change

Changing the Essence: The Art of Creating and Leading Fundamental Change in Organizations - Wendy Pritchard, Richard F. Beckhard

The Change Masters: Innovation and Entrepreneurship in the American Corporation - Rosabeth Moss Kanter

Grow or Die, The Unifying Principle of Transformation - George Land



Managing At the Speed of Change - Daryl R. Conner

Managing Transitions: Making the Most of Change - William Bridges

Teaching the Elephant to Dance: Empowering Change in Your Organization - James A. Belasco

Marketing & Sales

Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers - Geoffrey A. Moore

Negotiating

Getting Past No: Negotiating Your Way from Confrontation to Cooperation - William Ury

Getting to Yes: Negotiating Agreement Without Giving In - Roger Fisher, William Ury

Teamwork

Creating the High Performance Team - Steve Buchholz, Thomas Roth

Teamwork: We Have Met the Enemy and They Are Us - Matt Starceovich

The Wisdom of Teams: Creating the High-Performance Organization - Jon R. Katzenbach, Douglas K. Smith

Vision

Discovering Common Ground - Marvin Ross Weisbord

The Essence of Leadership: The Four Keys to Leading Successfully - Edwin A. Locke and Associates

The Leader of the Future: New Visions, Strategies, and Practices for the Next Era- Peter Drucker, et al.

Leadership and the New Science: Discovering Order in a Chaotic World - Margaret J. Wheatley

A Simpler Way - Margaret J. Wheatley, Myron Kellner-Rogers