

PRTM

THE PRTM BRAND PASSPORT



## WHY WE'RE HERE

To create  
operational innovations that achieve  
our clients' most critical business  
goals.

## OUR RELEVANCE

The definition of  
operations has broadened, and the  
strategy of a company's operations is  
now a make or break proposition.

## HOW WE SUCCEED

It's more than

what we do. It's who we are.

### **Be Insightful**

SEE WHAT OTHERS DON'T.

### **Be Innovative**

RE-WRITE THE RULES TO CHANGE THE GAME  
FOR OUR CLIENTS.

### **Be Bold**

HAVE THE CONFIDENCE TO SAY WHAT NEEDS  
TO BE SAID.

### **Be Influential**

HAVE THE POWER TO MAKE A DIFFERENCE.

### **Be Committed**

WORK RELENTLESSLY AND PASSIONATELY AS A  
GLOBAL TEAM.

### **Be Genuine**

MAINTAIN THE HIGHEST STANDARDS OF  
CONDUCT.

# The Blue Pages

THE NUTS AND BOLTS.

## BE INSIGHTFUL

*See what others don't.*

- Understand the C-suite agenda. Make it your business to learn about each client's vision, business goals, and strategic imperatives.
- Use your immersion in your client's industry and organization to see their operational opportunities that our competitors cannot.
- Get in the mind of your client's customers and partners—buy what they sell, visit their website, see how easy or difficult it is to do business with them.
- Stay connected to the market—spend time reading business publications and networking at critical events.
- Think like an economist. Look for the macro trends, and work back from there to discover a problem your client will soon face.

## BE INNOVATIVE

*Re-write the rules to change the game for our clients.*

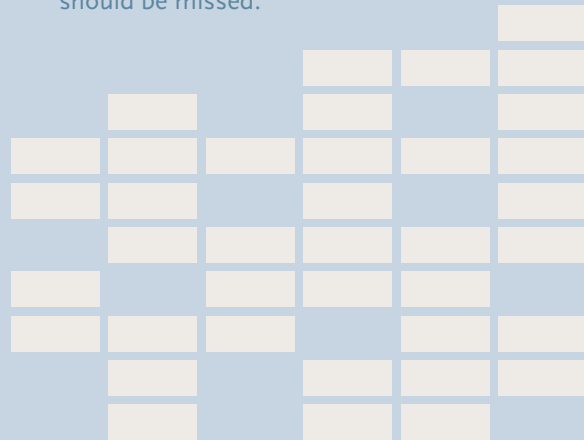
- Ask yourself, "What is the bigger problem here?"
- Connect the dots between PRTM's strengths and the C-suite agenda. Look for ways to "helicopter up" to generate new value, insights, and ideas.
- Be an operational strategist, not a functional expert.
- Bring experience from outside and throughout PRTM—your client benefits more from multiple perspectives.



## BE BOLD

*Have the confidence to say what needs to be said.*

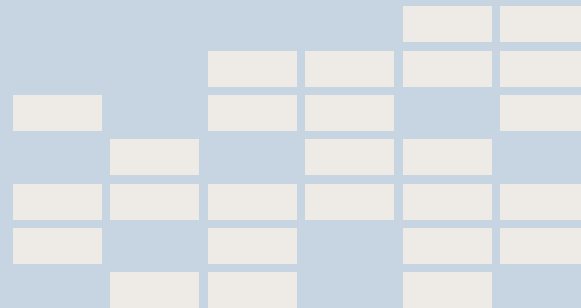
- Have the courage to take on the big challenge. Suggest transformational ways forward.
- Take time to discuss your insights and innovative thoughts with senior client executives.
- Add value—when you leave the room, you should be missed.



## BE INFLUENTIAL

*Have the power to make a difference.*

- Behave like you belong in the C-suite.
- You stand for your team's ideas—present them in person, with conviction, and with minimal slideware.
- Sell your successes—find opportunities to share what you've done for your client beyond your client contact.
- Create an industry reputation—speak at high-level conferences and have a story to share with the business and top trade press.



### BE COMMITTED

*Work relentlessly and passionately as a global team.*

- Treat your clients' business as if it were your own.
- Let nothing get in the way of delivering meaningful, measurable results over and over again.
- Respond immediately to all client contacts—they're all part of the team.

### BE GENUINE

*Maintain the highest standards of ethics and conduct.*

- Be straightforward and honest.
- Keep confidential information confidential.
- Show respect for your colleagues and your clients at all times.
- If you make a mistake, admit it, fix it, and move on.
- Always do the right thing for the client.

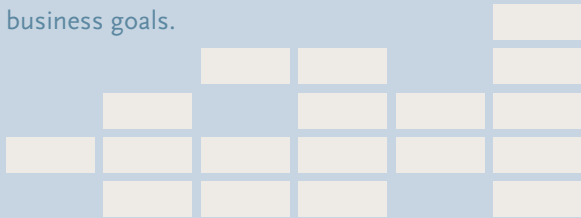


## OUR VISION

To pioneer strategic breakthroughs in operations that shape the future of business.

## OUR MISSION

Create operational innovations that achieve our clients' most critical business goals.



## OUR VALUE PROPOSITION

PRTM drives enduring business success through operational innovation.

## OUR POSITIONING

PRTM is the premier operational strategy consulting firm, focusing on operational innovations that drive growth, boost profitability, and set new standards for market leadership.

PRTM. Where Innovation Operates.

