

# MAKE IT COUNT

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Business as usual is finished. The world is transitioning, and in this age of intense competition and challenge, **Blackcoffee** helps organizations succeed.



BLACKCOFFEE

Excellence is an intentional  
process and not an accident.



*"We've used Blackcoffee for several projects, and each time the results have been impressive. I would recommend Blackcoffee to anyone in need of improving organizational performance."*

**Senior Vice President  
Midstream Company**

# TRANSFORMATIVE CHANGE

Helping you get ready for tomorrow  
by working better today

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Trusted by organizations to solve problems and capture opportunities, Blackcoffee focuses on outcomes. We dive into your most significant challenges and work with stakeholders to achieve sustainable results.

We've learned that radically clear strategy and a commitment to process-based actions are foundational to building a high-performing organization that not only keeps pace but leads in its industry. We'll care for your team, grow internal competency, and diligently serve.

Our strategic focus ensures stakeholders are engaged, leadership is enabled, and success measurement is implemented.

**Strategy – People – Process – Performance**

**CHANGE. DELIVERED.**

# WHAT WE DO

## We offer a clear alternative

Blackcoffee designs, develops, and implements process-based solutions that drive lasting and sustainable change. As global forces continuously reshape the challenges we face, we need to change how we work and compete – from the routine day-to-day to the significant initiatives that move the needle.

Despite the speed of business, the pervasiveness of our digital culture, and our crazy schedules, we must remain mindful that it is individuals who contribute to teams that get things done. It's entirely possible to care for people, be kind, find some fun, and still accomplish great things on time and on budget.



*"Murray makes the complex simple without being simplistic. He's easy to work with and delivers to a high standard. I appreciate that Murray takes the time to care for our people and never gets things done at the expense of our employees. He's well-liked and respected, and that's important to me."*

**President  
Technology Company**

# Strategy

## Achieving consistent, sustainable, long-term growth

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Sustainable organizations understand their competitive pressures, stakeholder concerns, and relevant environmental, social, governance, and operational issues. They integrate the long term into their thinking and align themselves with clear priorities and goals. The business strategy is coupled with the company's brand and clearly defines how the company will compete.

We work with our clients to identify the critical issues, support the implementation of strategy and its associated tactics, and nurture organizational cultures that lead to sustainable prosperity. We start by prioritizing issues based on their strategic relevance and stakeholder expectations.

Blackcoffee services include:

- Strategic planning and execution
- Business models
- Opportunity assessments
- Business integration
- Brand management

**"Strategy is about making choices, trade-offs; it's about deliberately choosing to be different. The essence of strategy is choosing what not to do."**

**Michael Porter**  
Academic

# People

Winning organizations have high-performance cultures that engage and inspire

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There is a deep disconnect between what many companies say they stand for and do. This disconnect takes a toll on employee engagement, productivity, and organizational success. A business is a living organism, a human community that can reach its highest purpose only when we feel valued and vested in a shared goal and set of beliefs.

Engaged employees supported by organizations with the right tools and best practices are vital sources of competitive advantage. We help align resources to the strategy to maximize productivity, realize goals, and win.

Blackcoffee services include:

- Employee engagement
- Coaching and mentoring
- Change management
- Organizational design
- Interim leadership

**"Customers don't come first. Employees come first. If you take care of your employees, they'll take care of your customers."**

**Richard Branson**  
Entrepreneur

# Process

## Building a formidable bridge from strategy to results

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Process inefficiencies come in many forms and aren't always easy to diagnose, especially when employees are heavily involved in the day-to-day activities of running the business. The ability to recognize changing business conditions and respond with agile solutions is critical.

We have the experience and skills to help you integrate strategy and process, ensuring new behaviours are adopted, and change is sustainable for the long term.

Blackcoffee services include:

- Policy, process, procedure, and standards
- Management systems
- Project management
- Business development
- Information technology
- Regulatory compliance

**"If I had one hour to save the world, I would spend 55 minutes defining the problem and only five minutes finding the solution."**

**Albert Einstein**  
Physicist

# Performance

## Optimizing business through strategy, stakeholder engagement, and process improvement

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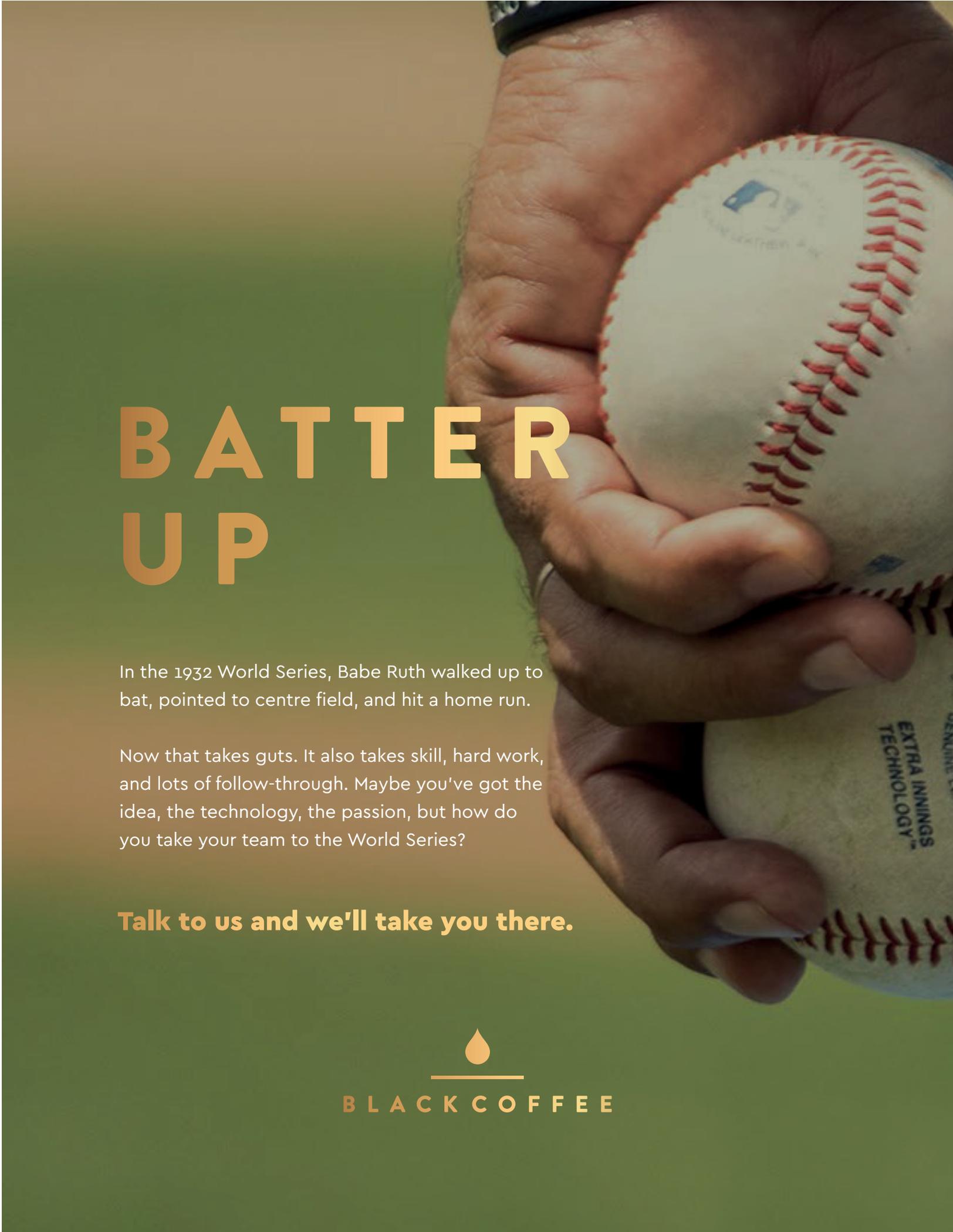
Today's markets are unforgiving. Investors punish even small earnings misses. To grow profitability, organizations need to focus on business efficiency – managing costs, improving operations, and making the best use of assets. From minor improvements to transformational change, we can help you take every function in your company to new performance levels.

Blackcoffee services include:

- Continuous improvement
- Performance measurement
- Capital raising
- Governance
- Start-ups
- Interim leadership

**"Execution is the ability to mesh strategy with reality, align people with goals, and achieve promised results."**

**Larry Bossidy**  
CEO



# BATTER UP

In the 1932 World Series, Babe Ruth walked up to bat, pointed to centre field, and hit a home run.

Now that takes guts. It also takes skill, hard work, and lots of follow-through. Maybe you've got the idea, the technology, the passion, but how do you take your team to the World Series?

**Talk to us and we'll take you there.**



BLACKCOFFEE

# HOW WE DO IT

We make it count

## 01

### Determine purpose

We engage stakeholders to nail the focus and intent of the project, communicating with them as we progress.

## 02

### Assess problem

We invest time upfront to understand your objectives, resources, challenges, and opportunities.

## 03

### Create strategy

We work with you to confirm your short and long-term goals, then develop a strategy.

# 04

## Get to work

We think in systems to design and develop solutions with clear implementation plans having measurable metrics aligned with objectives.

# 05

## Remove obstacles

We watch for threats that could derail our plans and neutralize obstacles to keep moving forward.

# 06

## Review progress

We take the pulse of the project frequently and keep you posted – it's a rhythm of accountability.

*"Our company views Murray as an important partner. Over the years, he's helped us continuously improve all aspects of our business."*

**Chairman  
Manufacturing Company**

# We measure success by the success of our clients

Businesses are facing one of the greatest resets in modern history. You deserve a trusted partner that can help you face the challenges, grow opportunities, and deliver future-fit solutions.

Let's start the conversation.

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[www.blackcoffeegroup.com](http://www.blackcoffeegroup.com)

403-796-3872

## MEET OUR PARTNER

Blackcoffee Group is the parent company to Blackcoffee Studio, a marketing agency specializing in brand management, graphic design, and digital selling tools. For more information, visit [www.BlackcoffeeStudio.com](http://www.BlackcoffeeStudio.com).

