

# intelliVen

Intelligent Strategies. Successful Ventures.

## WHO-WHAT-WHY Forms Submitted



# What **Syntax for Change** provides, for WHO, and WHY.

Syntax for Change provides...

**WHAT**

Strategic communication and leadership capacity building through coaching, courses, and consulting

for...

**WHO**

leaders and teams who recognize a gap in their ability to coordinate and deliver on promises or goals, and who are willing to take responsibility and design new actions. Often our clients are professionals and teams who are good at technology and want to be as good with people.

**WHY**

they pay for it.

Everyone brings certain blind spots into their daily - and lifelong - interactions. By taking responsibility and learning to observe our own personal syntax in the context of the Syntax for Change, we expand our awareness, our actions, and our influence to accomplish what is most important now. Results are that we avoid chronic potholes, set and achieve goals, and save time and stress.

# What **Syntax for Change** provides, for **WHO**, and **WHY**.

What does it mean *to build strategic communication capacity*?

Syntax for Change provides...

## WHAT

Strategic communication and leadership **capacity building** through **coaching, courses, and consulting**

What kind of coaching, courses, and consulting specifically? Proprietary? Based on what?

for...

## WHO

leaders and teams who recognize **a gap in their ability to coordinate and deliver on promises or goals, and who are willing to take responsibility and design new actions**. Often our clients are professionals and teams who are good at technology and **want to be as good with people**.

Answers WHY more than WHO

## WHY

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Everyone brings certain blind spots into their daily - and lifelong - interactions. By taking responsibility and learning to observe our own personal syntax in the context of the Syntax for Change, we expand our awareness, our actions, and our influence to accomplish what is most important now. Results are that we avoid chronic potholes, set and achieve goals, and save time and stress.

Answers WHY customer buys at all but not why they buy from Ink Stain

# What **Robin Fallowfield** provides, for **WHO**, and **WHY**.

Robin Fallowfield  
provides...

**WHAT**

Experience coaching and managing people with with Autism or those that may be on the Autism spectrum.

for...

**WHO**

Businesses and organizations that employ people with Autism.

**WHY**

they pay for it.

People with Autism are an asset to communities and can be valuable, long -term employees to the organizations that employ them.

# What **Robin Fallowfield** provides, for **WHO**, and **WHY**.

What does it mean to: *Provide experience coaching and managing people?*

Robin Fallowfield provides...

## WHAT

**Experience coaching and managing people** with Autism or those that may be on the Autism spectrum.

Answers WHO benefits more than WHAT is provided.

for...

## WHO

Businesses and organizations that employ people with Autism.

WHO in those businesses is the buyer? Are there other relevant characteristics such as size, location, stage, etc.? Not to exclude but to target as the next ideal customer.

## WHY

they pay for it.

People with Autism are an asset to communities and can be valuable, long-term employees to the organizations that employ them.

Answers WHY customer buys at all but not why they buy from Robin Fallowfield.

# What **Ink Stain** provides, for WHO, and WHY.

InkStain  
provides...

## WHAT

Sales insights and revenue generating language for consultants for sales conversations and sales mediums.

for...

## WHO

For knowledgeable B2B consultants

## WHY

they pay for it.

I provide this service because consultants possess vast amounts of industry knowledge, psychological knowledge, cultural knowledge about what they do, and knowledge about what customers really care about is what breaks down the customers' status quo and makes them open to a new solution—and yet most consultants are unable to access these insights, distill them, make them contagious for their sales efforts because a) they are too close to it, b) they put out fires all day, and, c) adhere to marketing that is not authentic—that sounds like everybody else.

# What **Ink Stain** provides, for WHO, and WHY.

InkStain provides...

**WHAT**

Sales insights and revenue generating language for consultants for sales conversations and sales mediums.

Answers WHO more than WHAT

for...

**WHO**

For **knowledgeable** B2B consultants

Knowledgeable about what? Of any size and stage? Where? Is each consultant a client or do you sell to a CMO who rolls out what you come up with?

**WHY**

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Answers WHY customer buys at all but not why they buy from Ink Stain

# What **ITU** provides, for **WHO**, and **WHY**.

## ITU provides... **WHAT**

Master's Degree program and Doctor Degree program education. The degrees courses are created with critical current industry needs /trends in mind. Curricula includes theoretical content in addition to case and application activities to support broad learning. Courses are delivered by Faculty who currently work in Silicon Valley, or who worked for leading firms in various industries. Additionally, the university name indicates an emphasis on technology and high-tech orientation as a focus for curricula and degree programs.

## for... **WHO**

International students, local students and individuals who want to take open enrollment. The majority of our student stakeholders come from other countries, outside the US hold previous masters degrees and wish to pursue further higher education and internship prospects in the US. The local, non-International student participation is minimal, compared to International students. Open enrollment options allow any US citizen to take courses without declaring an intended degree pursuit. student participation is minimal, compared to International students.

## **WHY** they pay for it.

To provide relevant and affordable higher education programs to local and International students, with an emphasis on current industry trends of this important locale: Silicon Valley. Faculty at ITU are leaders and entrepreneurs who wish to be involved in academic practice, in addition to practicing their SV careers. As such, ITU Faculty are dedicated to supporting emerging student leaders as they study and eventually move into global or local high tech careers.

# What ITU provides, for WHO, and WHY.

ITU  
provides...  
**WHAT**

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Answers WHAT

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How does what faculty wish explain WHY students pay to take courses at ITU?

# What **BJ** provides, for **WHO**, and **WHY**.

BJ  
provides...  
**WHAT**

Training and seminars about wellness, Work Life Balance, Stress, Avoiding Burnout, Key Conversations, Achieving Success and Happiness, and much more. Their medical benefits provide these seminars.

for...  
**WHO**

Colleges and University Faculty, Hospitals, Corporations, and Large Businesses. Medical Insurance Companies work with their customers and hire speakers and trainers to facilitate the materials.

**WHY**  
they pay for it.

These programs help all employees, including all levels of management take advantage of their benefits through the medical insurance plans. This helps maintain a healthier place of work by providing these types of seminars and training's each year. These programs help employees and managers establish better work/life balance than they have had in the pass with on-line processes and tools they and their families can use 24/7/365.

# What **BJ** provides, for **WHO**, and **WHY**.

Pretty broad...what specifically does BJ do?  
Is it proprietary?

SBC Global provides...  
**WHAT**

**Training and seminars** about wellness, Work Life Balance, Stress, Avoiding Burnout, Key Conversations, Achieving Success and Happiness, and much more. **Their medical benefits provide these seminars.**

??

Has nothing to do with WHAT SBC Global provides.

Who (job title) at these organizations makes the decision to buy from SBC Global?  
Where are they located? How big are they?

for...  
**WHO**

Colleges and University Faculty, Hospitals, Corporations, and Large Businesses. **Medical Insurance Companies work with their customers and hire speakers and trainers to facilitate the materials.**

What does this have to do with WHO buys?

**WHY**  
they pay for it.

These programs help all employees, including all levels of management take advantage of their benefits through the medical insurance plans. This helps maintain a healthier place of work by providing these types of seminars and training's each year. These programs help employees and managers establish better work/life balance than they have had in the pass with on-line processes and tools they and their families can use 24/7/365.

Answers WHY customer buys at all but not why they buy from SBC Global.

# What **LEADS** provides, for WHO, and WHY.

<p>SBC Global provides...</p> <p><b>WHAT</b></p>	<p>Leadership training and development, coaching, succession planning..</p>
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<p>for...</p> <p><b>WHO</b></p>	<p>All leaders @nd prospective leaders</p>
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<p><b>WHY</b></p> <p>they pay for it.</p>	<p>To produce and maintain an effective, efficient, engaged organization</p>
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# What **LEADS** provides, for WHO, and WHY.

SBC Global provides...

**WHAT**

Leadership training and development, coaching, succession planning

Pretty broad...what specifically does LEADS do? Is it proprietary?

for...

**WHO**

All leaders @nd prospective leaders

Who would LEADS most like to have next as a client? i.e., if LEADS were to spend money to find a next client: where in the world would ideally be? How big? What stage of evolution? What industry would they serve?

**WHY**  
they pay for it.

To produce a highly skilled leadership cadre, a deep leadership bench, skilled leaders to manage a diverse and professional workforce all in service of an efficient,, effective, engaged organization

Answers WHY customer buys at all but not why they buy from LEADS.

# What Robert LoPresto provides, for WHO, and WHY.

Robert LoPresto  
provides...

## WHAT

Retained executive search consulting services to fill executive positions in Silicon Valley high tech companies e.g. CEO, C-level positions. Plus three dimensional checks and verification of degrees

for...

## WHO

Our clients are company Boards or high tech company executives e.g. CEOs and C-level officers

## WHY

they pay for it.

We have a 92% search completion rate and send top 10% fully qualified candidates that meet detailed job specifications. They also match client's culture and chemistry.

# What **Tanja** provides, for WHO, and WHY.

Tanja provides...

**WHAT**

Leadership solutions that address skill and experience gaps for directors on succession plans to become global executives.

for...

**WHO**

Large Silicon Valley companies

**WHY**

they pay for it.

To ensure bench strength or a pool of ready-now candidates for open executive positions as global companies expand or their executives retire/move on.

# What **Danni Burton** provides, for WHO, and WHY.

Danni Burton  
provides...

**WHAT**

training and mentoring in verbal, non-verbal and written communications, as well as mentoring managers, marketing and customer service professionals in the art of storytelling with colleagues and clients. And, the added value of humor and metaphors. I am also a published author.

for...

**WHO**

managers, marketing and customer service professionals in small and start-up companies, as well as coaches, speakers and aspiring writers.

**WHY**

they pay for it.

A well chosen and well presented story can build rapport, trust, and cooperation, as well as teach and inspire in both individual conversations and group activities.

# What **Equinix** provides, for WHO, and WHY.

Equinix provides...

**WHAT**

Data center services

for...

**WHO**

All companies, across all industries needing any kind of connectivity

**WHY**

they pay for it.

So that companies and individuals have a safe place that ensures they are always connected online.

# What **HRProse** provides, for **WHO**, and **WHY**.

HRProse provides...

**WHAT**

We provide systems and solutions to help organizations hire the right people at the right time, solve compliance gaps, identify and fix cultural issues, and help everyone do their best work

for...

**WHO**

Small business owners and leaders looking for common sense, practical and effective HR solutions who want to go beyond compliance to creating a great culture and place to work

**WHY**

they pay for it.

To remove roadblocks that waste time and money, create a toxic environment, and prevent an organization from accomplishing their goals. To help organizations be more successful

# What **Ellen Grace Henson** provides, for WHO, and WHY.

Ellen Grace Henson  
provides...

## WHAT

We help our clients better understand their markets and customers so they can build better products -- generating optimal business results through products that customers need and will pay for. Uniquely, we help bring a customer-centric perspective to the full company, enabling cross-functional teams to engage and align on delivering value to customers. Our proven approach can result in improvements across several business metrics -- revenue, market share, profitability, productivity, customer satisfaction and employee retention.

for...

## WHO

Medium and large companies that are looking for cross-functional approaches and operational frameworks to enable a truly customer-centric culture with high collaboration and effective day-to-day work.

## WHY

they pay for it.

Tuning into and delivering what customers value is a key approach to success. According to Deloitte and Touche, customer-centric organizations are 60% more profitable than non-customer focused organizations.

# Thank you.

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