

Executive Summary for The Promar Group[®] LLC

BACKGROUND

The Promar Group[®] LLC has earned a global reputation for providing action-oriented, innovative, strategic guidance on how to embrace change and leverage technology for growth including the use of the “Design a Future[®]” model. The firm is retained by senior executive leadership teams, boards, investors and individuals who seek a strategic understanding of the future to create new successes. Promar was founded in 1973 by William C. Weiss, its Chairman and CEO, and is headquartered near the famed Research Triangle Park, NC.

EXECUTIVE CONSORTIUM

The Promar Group[®] Executive Consortium is a carefully selected group of experts and successful international executives previously from GE, IBM, Saatchi & Saatchi and others. The Promar Executive Consortium[®] is very experienced, with many well know in their own right, and has insights in a variety of disciplines including strategy, alliances, branding and communications, technology, new media, and high performance leadership teams/boards. The team, organized virtually, is available individually or collectively to provide the appropriate resource for a client opportunity or keynote presentation.

APPROACH and SERVICES

Four key disciplines of the “Design a Future[®]” model are used to create an action framework with the client, leveraged by Promar’s significant high-level relationships, for execution. The Promar Executive Consortium[®] is available and involved, as needed, to enhance obtaining strategic insight and successful executions. Over time, the client takes over the continued execution and development of the opportunities with a member of The Promar Group[®] often providing continued guidance through an advisory or board of directors relationship.

Services provided by Promar[®] include keynote presentations and panels, executive advisory roles, advisory boards and board of directors memberships, executive discovery sessions and custom action engagements.

Keynote Presentations and Panels

William C. Weiss, Chairman & CEO, is selectively available in the U.S. and internationally, for keynote and leadership presentations or executive panels. He highlights his unique, strategic and results-oriented presentation with the approach of the “Designing A Future[®]” model and four key principles.

Executive Advisor, Advisory Boards and Boards of Directors

The Promar Group[®] is retained by executive teams, investors, boards of directors and individuals to advise on key areas including: business strategy, alliances, branding and communications, technology, new media, business operating decisions and executive coaching.

Executive Discovery Sessions

Executive Discovery Engagements apply The Promar Group[®]'s "Design A Future[®]" model and selected Promar Executive Consortium[®] members to a process created to define actionable strategies which can be executed to enable new successes for the client. This multi-day, interactive approach, also includes accessing Promar[®]'s "behind the curtain" points of view from previous successes, as well as trial review of Promar[®]'s key high-level contacts to potentially include in prototyping strategies that a client may choose to execute.

Custom Action Engagements

Bill Weiss and a selected number of individuals from the Promar Executive Consortium[®], in combination with the client's team, work over an extended period of time to define the scenarios for new successes. The Custom Action Engagement includes time to strategically "Design A Future[®]" including real time testing of execution considerations and high level market contacts to produce a framework for the client to execute.

CLIENTS

Some of our clients include:



For details about how The Promar Group[®] has worked with these clients, please contact Promar's office.

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