



ZELOS

strategically effecting change

| zēl os |
noun

Greek for zeal

*descriptive of how we approach our
business and our clients.*

Strategic Planning | Performance Measures | Customer Service
Leadership | Process Improvement | Human Resources | Internal Controls



What makes us different? Why does it matter?

Approach

Our philosophy toward planning, improvement and implementation is very different from other methodologies found anywhere. Zelos instructors and consultants come from many backgrounds—various government, nonprofit and industry segments. But they have one thing in common. They believe that in order for you to have success, you need the step-by-step tools that can be customized to your individual and specific situation.

No hype. No fluff. No 2-inch monster manuals that will just sit on your shelf and collect dust because you never understood what was in them to begin with. Just steps that are easy to follow with tools and methods that have proven themselves over and over again.

Experience

Zelos brings together the best of the best. Founders Lou O'Boyle and Austin Matthews themselves bring over 40 years of successful experiences. And it was with great intention that they surrounded themselves with other experts in respective fields to ensure that Zelos delivers on its promise in every workshop and consultation.

In both our workshops and our consultations you get the one-on-one interaction you deserve with a Zelos professional that translates into real-time, hands-on performance.

Results

What we deliver. We anticipate that you'll not only enjoy the process (maybe for the first time), but that you'll also have the tools that you need to succeed.

Visit www.zelosinc.com to learn more about the Zelos Approach / Experience / Results.

Our Founders

Lou O'Boyle



Lou O'Boyle has over 20 years of experience in strategic planning and performance measurement services to include facilitation, training and implementation. In addition, she has experience in process management and in the development of learning systems that support organizational goals.

Recent projects include facilitation and consulting engagements at Salt Lake County, Utah; Richmond, VA Redevelopment and Housing Authority; the Norfolk, VA Regional Housing Authority; the Department of Army Test and Evaluation Command; Virginia Department of Social Services; the Virginia Tourism Corporation and Arlington County, Virginia.

Lou has also worked with national organizations in the performance management field and presented at conferences across the United States. Her government experience includes work for Chesterfield County, VA and the City of Richmond, VA.

Austin Matthews



Austin Matthews has over 19 years of experience in public agencies, including the Smithsonian Institution, the Department of Treasury, the Department of Army and the Commonwealth of Virginia.

His specific expertise is in the areas of budget, finance, strategic planning and performance measurement while holding senior positions where he was accountable for federal cost allocation plans, supply chain management, information technology, libraries, accounting and facilities management organizations.

Recent projects include strategic planning/performance measures development at the Virginia Information Technologies Agency; the City of Washington, DC; the City of Tacoma, WA; the Smithsonian Institution; Hanover County, Virginia (public safety organizations and law enforcement); the City of Las Cruces, NM; and Hilliard House (non-profit).

In addition, Austin's consulting experience includes information technology contract reviews at Virginia State University and training and facilitation engagements with municipalities across the state of Florida, the Virginia Department of Correctional Education and Alberta, Canada governmental organizations.

Available Workshops

Planning

STRATEGIC PLANNING
Creating the Roadmap

STRATEGIC THINKING & ACTING
Getting Off the Dance Floor
and Onto the Balcony

**IMPLEMENTING YOUR
STRATEGIC PLAN**
Now Execute!

PERFORMANCE MEASUREMENT
What Counts?!

Leadership

LEADING WHEN YOU'RE NOT IN CHARGE
Finding the Leader in You,
No Matter What Your Title

COMMUNICATING IN THE PUBLIC FORUM
Being Effective and Compelling

TRANSFORMING YOUR ORGANIZATION
A Leader's Toolbox

LEADERSHIFT
Managing the High Performance
Organization

Procurement/ Supply Chain Management

THE SOURCING PROCESS
The Foundation for Spend Management

DEFINING CONTRACT REQUIREMENTS
The Art of Getting What You Want

**NEGOTIATION SKILLS FOR
SOURCING PROFESSIONALS**
Leveraging Your Position

**SUPPLIER MANAGEMENT
AND PERFORMANCE**
Making the Most of Your Relationship

Customer Service

**DEVELOPING CUSTOMER
SERVICE STANDARDS**
The Big 5

ASSESSING CUSTOMER SERVICE
Turning Feedback into Meaningful Action

DEALING WITH DIFFICULT CUSTOMERS
Defusing the Heated Encounter

THE KANO CUSTOMER SERVICE MODEL
Getting to Wow!

A Few of Our Clients



Arlington County, Virginia
Chesterfield County, Virginia
Gallatin County, Montana
Goddard Space Flight Center—Talent Cultivation Office
Hanover County, Virginia Department of Social Services
Hanover County, Virginia Public Safety Agencies
Hanover County Sheriff's Office
Henrico County, Virginia
Hilliard House (non-profit)
City of Las Cruces, New Mexico
City of Lethbridge, Alberta (Canada)
Los Angeles County, California
North Carolina Department of Health and Human Services
One Voice Alliance (non-profit)
Partnership for People with Disabilities/Virginia Commonwealth University
Richmond, Virginia Redevelopment and Housing Authority
Salt Lake County, Utah
Smithsonian Institution Office of Exhibits
U.S. Army Test and Evaluation Command
U.S. Health and Human Services, PSC Division
Virginia Department of Correctional Education
Virginia Department of Juvenile Justice Services
Virginia Department of Social Services
Virginia Information Technologies Agency
Virginia State University

Case Study

HANOVER COUNTY, VIRGINIA PUBLIC SAFETY

In Brief

Goal: Develop a Public Safety strategic plan for Hanover County that advances the concept of a safe community.

Solutions:

- Provided an easy methodology to develop a strategic plan and performance measures
- Supplied planning tools and templates that could be used consistently throughout County organizations with public safety responsibilities
- Facilitated the development of the strategic plan that was approved by the Board of Supervisors in April 2007
- Provided guidance for implementation of the strategic plan once approved

The Hanover County Board of Supervisors identified the development of a Public Safety strategic plan as one of its 2007 Initiatives. The Board's goal was to align the County's current public safety efforts with the County Mission Statement, in addition to ensuring that future public safety efforts were consistent with their vision of a safe community.

Zelos facilitated the development of the five-year strategic plan through the use of its strategic planning methodology. This simple-to-understand, easy-to-use process allowed the initiative to move forward quickly and effectively.

This initiative was unique from the beginning in that it not only involved the traditional public safety agencies (Sheriff's Office, Fire/EMS, Animal Control, etc.) but it also included County organizations that impact

public safety such as Planning/Zoning, Building Inspections, Social Services, Health Department and Schools, to name a few. The confluence of these departments in one room aided in each other's understanding of each department's contribution to the delivery of public safety services.

Zelos facilitated the group's vision, mission and values for all of public safety in Hanover County and ensured buy-in from everyone at the table. Zelos took care to make sure that the created public safety mission statement aligned with the County government's statement that includes "the general well-being, education, and safety of the people." Zelos also facilitated four overarching goal statements under which objectives, initiatives and measures were developed that brought life to the plan.

In facilitating this effort, Zelos used lectures, examples, group practice sessions and one-on-one consultations throughout the process. Meetings were held one morning every month for approximately 12 months to accommodate everyone's schedule—or the equivalent of six days of combined work effort.

Hanover is now entering the implementation phase of the project. One objective was to establish a Public Safety Strategic Plan Implementation Team to decide on the implementation strategies and to monitor performance. The team will also provide the Board with yearly updates on the Plan's progress.

Arlington County Courses

Course Titles — April 2007

Aligning Individual Performance with Business Results

Aligning the Organization with Strategic Business Goals

The Art and Science of Training

Coaching Skills for Managers

Coaching to Achieve Results

Compelling Communication in Public Settings

Creating and Communicating a Compelling Vision

Customer Service 101—The Basics

Customer Service: The Top Five Drivers that Drive our Customers Crazy!

Customer Service: The KANO Model—Getting to Wow!

Customer Service: Bridge Over Troubled Waters—Service Recovery Black Belts

Customer Service: Creating a Customer Focused Environment—If It Was Easy, Everyone Would Have Done It!

Emergenetics: Learn how your thinking and behavior preferences can make you a more effective and successful manager and leader

The Fine Art of Questioning: Facilitating Discovery Learning through Inquiry

Getting the Most from Your Team

Hire The Best Talent

How the Brain Handles Change—Leading and Managing in a Rapid Change Environment

How to Motivate Yourself and Others
(This is an extension of the MBTI basic workshop)
It is our understanding that Arlington County has MBTI certified staff. Zelos staff are available to assist as needed.

Leadershift: Managing for High Performance

Leadership Laboratory: An Applied Clinic for Organizational Leaders

Leadership Practices Inventory®

This is an assessment instrument that can be utilized as needed; not a workshop

Leading When You're Not in Charge

Manage and Lead Others with Their "Brain in Mind"

Meeting Management

Negotiating Everyday Differences

Negotiating to Yes

Project Team Leadership for Individual Contributors

Strategic Thinking and Acting—Getting Off the Dance Floor and Onto the Balcony

The Fine Art of Questioning

Understanding Yourself and Others—Myers Briggs Type Inventory

*DRAFT: Arlington Counts—What's It All About! (Arlington Counts! BSC Certificate Course)

*DRAFT: The Balanced Scorecard (Arlington Counts! BSC Certificate Course)

*DRAFT: Data Collection: Just the Facts, Ma'am (Arlington Counts! BSC Certificate Course)

*DRAFT: Developing Customer Service Standards: Delivering Consistent Service Every Time (Arlington Counts! BSC Certificate Course)

*DRAFT: Implementation of Plans, Strategies and Initiatives—It's in Print: Now what?! (Arlington Counts! BSC Certificate Course)

*DRAFT: Measuring Performance—What Counts (Arlington Counts! BSC Certificate Course)

*DRAFT: Process Improvement Practices: How You Do What You Do! (Arlington Counts! BSC Certificate Course)

*DRAFT: Surveys, Interviews and Focus Groups: Let Me Tell You! (Arlington Counts! BSC Certificate Course)

**Zelos is currently working with Arlington County to update the Arlington Counts! Balanced Scorecard curriculum. It is in process and not finalized.*