



WWC Capabilities

Your trusted advisor in performance management
and people operations

Our Purpose

We believe business problems should never be faced alone. That's why, as the C-Level's best friend, we help you scale mountains by providing research, developing your company's processes, crafting your internal communication, focusing your change management initiatives, and improving your people operations.

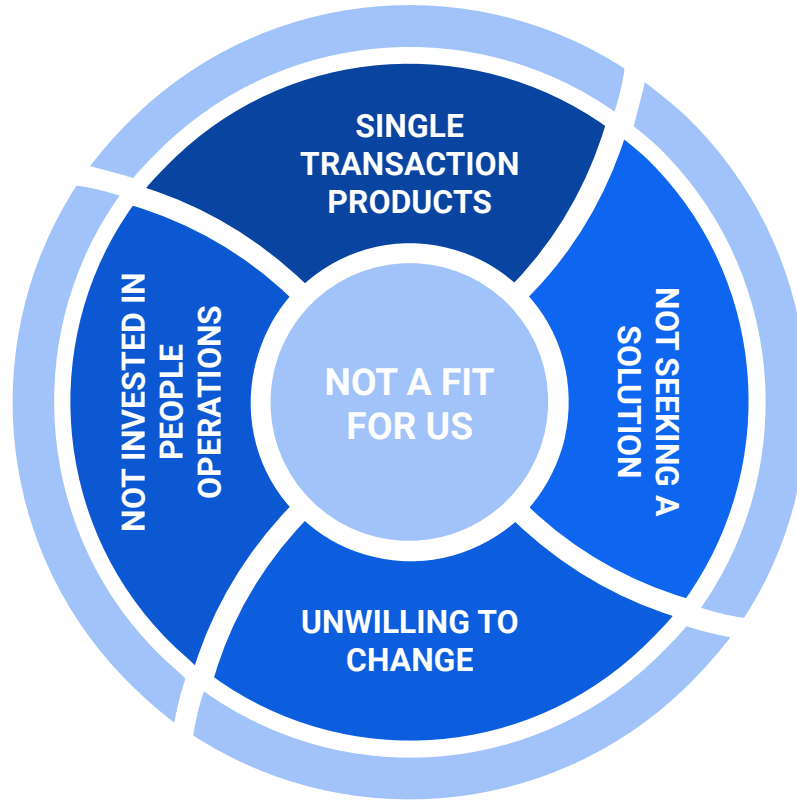


Which
C-Level?

CEO
COO
CLO
CPO

What We Are Not

We are not in the business of convincing anyone they have a problem. We act as a trusted advisor for internal change management when a leader knows they need it. We focus solely on service-focused organizations. We do not work with companies who are not interested in customer service, success, loyalty, or retention.



What Makes Us Different

Research First Philosophy: *We believe you need to understand the root cause of the problem before accepting anyone's solution to solve it.* Prescriptions are given after assessment so you understand your issue and its impact fully.

Pivots are Welcome: *We believe that inflexible project plans and timelines turn a blind eye to opportunities for innovation.* We take into account reasons to pivot should they become evident and course correct appropriately.

There are No Cookie Cutters: *We believe best practices exist for a reason, but they are not the only practice.* What works for your company may not work for another. We provide customized solutions and implementation plans to create extraordinary results.

Our Beliefs

Always Question: *Asking the right questions will unlock the solution to any challenge you are facing within your organization.*

Welcome Change: *The road to success is never a straight line. The key is to stay in your lane while making the turns and lean in when the GPS gives you a new route.*

We Walk Alongside You: *Your solution is as unique as your company. You just need a trusted advisor to climb the mountain beside you to find it.*



WWC's Ideal Client

Who we serve best

Some of Our Clients



LIGHTNING ROD AGENCY





Client Personas

Client segmentations

Service Review: Denny's, Inc.

Number of
Employees:
7,000

Denny's, Inc Chief Learning and Development Officer utilizes WWC flexible hourly service to:

- Develop vision for, communicate, and launch large capital initiatives
- Create research and discovery methodology to support knowledge collection
- Design and develop quick consumable online training
- Develop company wide strategy for communication and write scripts delivered by the COO
- Conduct secondary research to inform executive decision-making



Service Review: Vitality Unlimited

Number of
Employees:
100

**Vitality Unlimited CEO/COO and CFO leverage
WWC trusted advisor retainer services to:**

- Keep a pulse on the organization's employees' job satisfaction and engagement through an Annual survey
- Secondary research to explain current trends and their impact on the organization
- Weekly executive advisor calls to address issues related to company strategy
- Assistance identifying key vendors to scale the operation
- Development of best practice in people operations
- Development of government and board presentations
- Evaluate SaaS solutions to support business needs



Case Study: Pestec

Number of
Employees:
50

The CEO of Pestec utilizes WWC's hour-cap retainer renewal service to:

- Validate or invalidate a residential business Model
- Create a process for screening, testing, and Hiring technicians
- Developing internal playbooks for customer Service
- Creating training manuals and online courses to close knowledge gaps and accelerate learning
- Evaluate SaaS solutions to support business needs





Partnerships

Trusted Partners with Compensation Agreements

Mercer Systems: Forecaster

- Scientifically Based Way to Clone Natural Behavioral Attributes Present in Companies' Top Performers
- Potential to identify development/training work from this study's findings
- WWC gets % of Forecasters purchased



MERCER SYSTEMS, Inc.

HIRE THE BEST & AVOID THE REST™

Procedure Flow

- An online secure platform to centralize internal operations and promote continuous improvement.
- Streamlines process and procedures through a flow chart software.
- Accessible to all sections of leadership to track improvement.
- Robust management tool to assign member/team to own projects.
- WWC gets % of software subscriptions

Procedure *Flow*

Cloud Tech Gurus

- Customer Engagement and Technology Advisors
- Assist companies in sourcing and procuring NEXT-GENERATION and DISRUPTIVE technology solutions.
- Provide competitive edge in business operations and customer engagement.
- WWC gets % of software subscriptions



CLOUD
TECH GURUS
TECHNOLOGY MATCHMAKERS

Cooperative Computing

- Out of the box and developed tech solutions
- Staffing available for implementation services
- WWC gets % of software subscriptions and contracts





The WWC Core Team

Meet the best minds to solve your business challenge

Diane Dye Hansen, Chief Management Consultant

At the forefront of transforming companies for the last 20 years.

Multi-industry experience spans SaaS, publishing, entertainment, professional services, government, healthcare, travel, and consumer products.

As the Chief Management Consultant of What Works Consultants, Diane utilizes research, internal communication strategy, and process development to reshape companies and position them for reorganization, expansion, growth, succession, and (if desired) sale. She has helped more than 300 Owner/Operators and C-Level leaders do the inner and outer work necessary to be successful. She specializes in utilizing challenging situations to create innovation in service-focused companies, enabling them to diagnose and fix internal problems to increase revenue through enhanced process, communication, and training.



- Masters in Communication Management from the University of Southern California
- Bachelor of Business Administration from Cal State San Bernardino.
- High Performance Masters from the High Performance Institute
- Certified Problem and Change Manager
- Certified Customer Success Management Consultant.

Social Proof

Author: Diane Dye Hansen is the author of the [Critical Opportunity Workbook \(Amazon\)](#)

Public Radio Host: She is the former host of the public radio show, [Business Therapy](#).

Media Sourced Expert:

Google her and find her commentary in:

- Forbes
- Huffington Post
- Business Insider
- Business News Daily
- Reno Gazette Journal

She also hosts regular stages on Clubhouse @dianedyehansen

And can be found on LinkedIn /whatworksconsultants

Dr. Candace Pruett, Head of Research and Client Insights

Dr. Candace Pruett has been working with entrepreneurs as they launch and grow their business ventures over the past decade assisting them dive into product testing, customer discovery, launching their marketing plans, and obtaining financing. As a GrowthWheel Certified Business Advisor and FranFit Advisor, she has assisted over 500 entrepreneurs achieve their business dreams.



At What Works Consultants, Candace is the Director of Research and Client Insights where she:

- Conducts primary and secondary research to solve organizational problems using an evidence-based management approach.
- Focuses on internal company specific problems, acknowledging obstacles and industry norms, and providing implications and next steps for progress.
- Works with businesses to develop and enhance the performance improvement plan process to ensure customization, communication, and mastery
- Actively saves companies thousands of dollars in employee retention and higher employee satisfaction ratings.
- Doctorate of Business Administration at the University of Maryland Global Campus
- Master of Business Administration and B.S. in Management from Salisbury University.

Candace's research interest is in generational studies revolving around how the culture of an organization impacts knowledge transfer.

Steve Gomez Pedroza, Head of Comms Process and Tech

Steve Gomez Pedroza joins What Works Consultants heads communication process and technology consulting with 15+ years of experience that spans several industries – from retail, fast-casual dining, information technology, parks and resorts, marketing and communications, to more recently – the nonprofit sector.

- Bachelor of Science in Legal Studies (2009)
- Master of Business Administration (2014) from the University of La Verne
- Master of Communication Management (2018) from the University of Southern California.

As a lifelong resident of Southern California, Steve currently resides in Riverside.



Diane Cancino, Communication Consultant

Diane utilizes her 20 years of experience in communication and public affairs to guide client to help them identify future goals and effective messaging strategy. Diane is a skilled strategic thinker who understands the interconnectedness of communication.

She has served in professional roles with an emphasis on community engagement, writing, planning, and management. This well-rounded and diverse background boost her ability to innovate and create dynamic organizational solutions that reach stakeholders in a targeted, outcome-driven, way.

- Bachelor of Arts, Communication, Media and Foreign Language
- Master of Communication Management, University of Southern California
- Speaks Spanish, French, and Portuguese



Gerard Jean-Baptiste and Madhuri Manjunath, Research and Process Consultants

Gerard specializes in healthcare operations, education, revenue cycle management, and administration. His deep background in research, process, and analysis makes extraordinary things happen for WWC clients. He excels at research writing and reporting.

- BS - Behavioral Healthcare, University of South Florida
- MBA-C, Florida Atlantic University

Madhuri has a Bachelorette Degree in Engineering and a Graduate degree in Management Science (Business Management and analytics). She has a proven track record of quantitative and qualitative skills that makes her a unique addition to the team. She has 4+ years of experience in academic marketing analytics, insights development, and reporting. Madhuri has been offering freelance services as an experienced data analyst and certified data visualization expert, offering operations, and marketing business solutions. Focused on small businesses, non-profit organizations, researchers, and academicians. Specialized in methods like statistical modeling, analysis, learning, and optimization. Proficient in tools like R, SQL, Python, Tableau, Qualtrics, among others. Madhuri is a Forte Fellow MBA (Business analytics major) who graduated From SMU- Cox School of Business, Dallas, TX.

Madhuri is a dedicated professional who is focused on giving high-quality service to clients in the form of data analytics, and customer insight generation. The emphasis is to bring the same entities of problem-solving abilities of the big corporations for a reasonable cost to small and individual businesses. She brings high-tech tools to let clients tell their stories to their customers and bring business to their doorsteps.



Allyson Lambert, Training Development Consultant

Allyson believes that great training can transform your business. She takes a personalized approach to creating captivating content that stands out and gets put into action. She's based in Phoenix, AZ and enjoys working with clients to create engaging materials which match company culture.

Allyson creates customized trainings that are fun, engaging, and take company culture into consideration. Her training is simple to consume regardless of the subject matter, thanks to her background in Finance and Technology.

- Bachelor of Science, Finance, Cum Laude, Saint Vincent College





WWC's Core Services

What we do best

WWC People-Centric Services

Research

- Operational best practice
- Internal surveys
 - Company diagnostic
 - Employee experience
 - Sentiment
- Interviews

Process Development

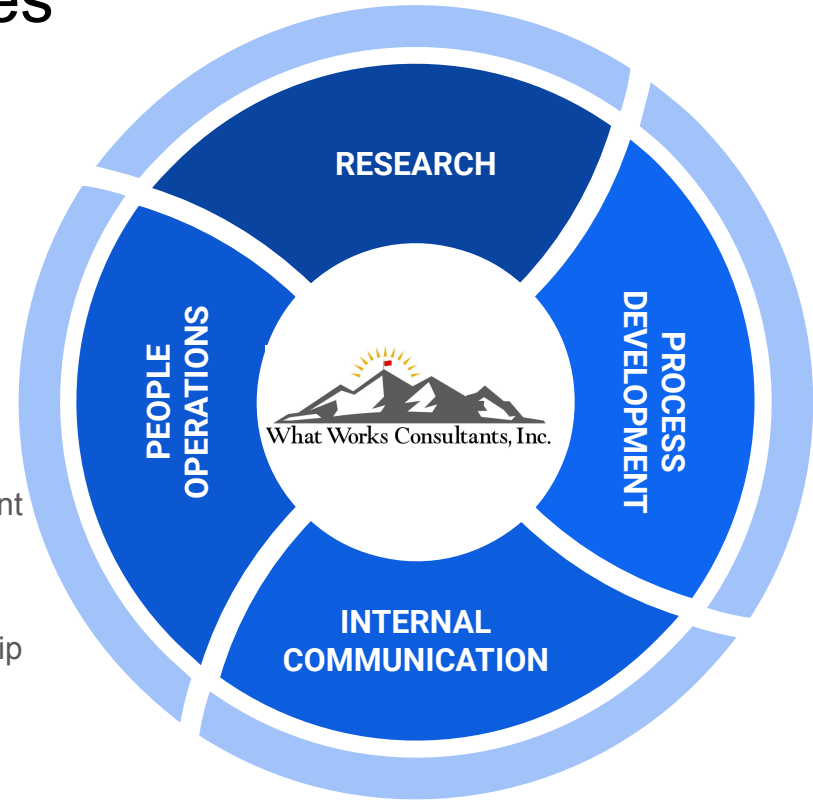
- Existing process identification
 - Customer success
 - Human resources
 - Training
- Process improvement
- New Process Adoption
- Training

Internal Communication

- Change management
- Company culture
- Internal presentations
- Internal publications

People Operations

- Team analysis
- OKR/KPI development
- Leadership development planning
- Optimization recommendations
- HR business partnership
 - Performance improvement
 - Reviews
 - Terminations





WWC's Rate Structure

Base Rates (SaaS Subscription Rates Not Included)

Rate Grid

* All rates do not include travel and expense reimbursement, if required

WWC operates under the Social Entrepreneurs state MSA agreement for consulting services

SERVICE	RATE RANGE
<p>One Off Service - Book from Site https://whatworksconsultants.as.me/ondemandconsulting</p>	<p>\$300/hour</p>
<p>Hourly Contract Consulting Best choice for complete flexibility Hours itemized via Hubstaff and delivered with each invoice.</p>	<p>Rate discount to \$100/hour with 100 hour per year contract commitment (Monthly budget caps available)</p>
<p>Retainer Service Consulting Best choice if planning to exceed 80 hours per month Outcomes based method does not deliver hours utilized</p>	<p>Government and Non-Profit: \$5,000 per month Enterprise: \$8,000 per month (Annual project plan required) Deviations from annual project plan not replaced 1:1 charged at hourly consulting rate. Retainers listed are minimum rates, final contract based on SOW/MOU.</p>



Recent Media Coverage

WWC as a Thought Leader

Select Recent Media Coverage

Defining Success: <https://www.youtube.com/watch?v=h3jAsvUp3H8>

Adams Hub Podcast: <https://open.spotify.com/show/7GCA0w7383AAbFoNFVCTkG>

The Great Resignation and the Future of Work

<https://medium.com/authority-magazine/the-great-resignation-the-future-of-work-diane-dye-hansen-of-what-works-consultants-wwc-on-ho-f1dec4876355>

Help Your Company Deal with Change in an Agile Way

https://www.youtube.com/watch?v=c8MNVVq_Fcl

Live Talk: Creating Capacity in Your Organization to Accomplish Great Missions

https://www.youtube.com/watch?v=rrPXBvZZD_o&t=36s

Beyond Buzzwords - Activating Your Company Culture

<https://www.iheart.com/podcast/263-distribution-talk-47518332/episode/beyond-buzzwords-activating-your-company-culture-93307137/>



Questions

Email Diane Dye Hansen

diane@whatworksconsultants.com