



## Key Personal Strengths

**Robert W. Jolliffe, MBA, FCMC**

Management Consultant

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Bob's career is founded on a solid management and operations grounding through seven years with Du Pont of Canada. His MBA in finance and marketing at Queens University led him to the consulting profession with Currie Coopers and Lybrand, then his own firm, and a co-founder of the Novus Consulting Group Ltd. He is a Certified Management Consultant and was elected a Fellow of the Institute.

Based on this background, Bob pursued his special interest and expertise in working with both management and employee groups to find ways of developing effective strategies, improving business practices, and enhancing productivity. His easy-going manner is tightly bound with an intensive and probing style of interviews and investigation. Thus, he ferrets out the key issues, perspectives, and problems that bear directly on the effectiveness of the enterprise. This results in his quickly gaining the trust of clients senior executives and staff throughout the organization.

His style has proven effective in all aspects of his work, including strategic planning. In this practice area, Bob is adept at challenging and coalescing the thinking of executive team members, often with disparate views, into a common and agreed upon set of strategies, objectives and action plans. These skills have also enabled Bob to help boards of directors adopt improved governance practices, and to become more effective in their relations with management. Similarly, in helping clients prepare marketing plans, Bob's probing market assessment techniques have enabled him to assemble key information which, when analysed and cast in business plans, have proven to be remarkably realistic, based on client feedback

Finally, Bob has a keen sense for potential improvements. He can complete quick and effective operations diagnosis, which he translates into guiding client teams to think outside their own spheres and to redesign work processes, adopt new management support tools, and recast organization structures.

A testament to his expertise was his being awarded the Queen Elizabeth II Medal for the Export of Technology in consulting.

### ***Contact Information***

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Consulting Practice Profile

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Management Consultant

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Mr. Jolliffe provides professional services in the following areas:

***Strategic Management***

Bob's extensive work in the strategic management areas has focussed on private sector and not for profit organizations in a wide range of industries and sizes of enterprises.

- Strategic business plans and business case development;
- Performance measurement and improvement;
- Organizational and human resources development;
- Organization structure diagnosis and redesign; and
- Governance and management assessment and retooling.

***Marketing***

Bob has developed a facility for both preparing marketing plans and coaching clients in the marketing process. His work focuses on:

- Market research;
- Project feasibility studies;
- Strategic domestic and export marketing plans;
- Market entry programs and sales forecasting; and
- Mentoring.

***Productivity and Quality Improvement***

Bob's career was launched from the base of operational improvement work in the private sector and extended into his consulting profession. Key elements of this work include:

- Organization-wide diagnostic assessments;
- Total quality management;
- Business process mapping and re-design;
- Performance evaluation; and
- Corporate turn around.

***Operational Planning and Budgeting***

Bob was one of the early pioneers in promoting and upgrading the Zero Based Budgeting process. The corner stones of this work include:

- Helping clients understand the implications of their strategy on day to day operations and budgets;
- Working with clients to implement operational improvements that are then reflected in their plans and budgets; and
- Linking strategic objectives to functional and individual objectives and plans.

Bob has consulted to companies ranging from major global enterprises to small and medium sized owner operated businesses that span the full range of industry sectors. He has counselled clients in four levels of government and a wide range of not-for-profit organizations.