

An Introduction to Critel Professional Services

1.0 Company Profile – Critel Professional Services www.critel.ca

The Company:

Critel Professional Services (Critel) is a unique business coaching, facilitation, training and management consulting, company based in Ontario that has served clients in Ontario and Alberta, Canada.

We Educate – Train – Team and Coach as we Facilitate



Combining critical thinking principles, academic teaching experience in business and broad experience across business start-ups, sales, marketing, production and operations, strategic and business planning, training, quality, business process improvement, change management, facilitation, values technology, and leadership, Critel collaborates with clients to design and develop their own in-house solutions tailored to the natural personality of the client’s business. At the end of the process our clients can work on their own with the use of Critel’s tried and true frameworks, templates and worksheets.

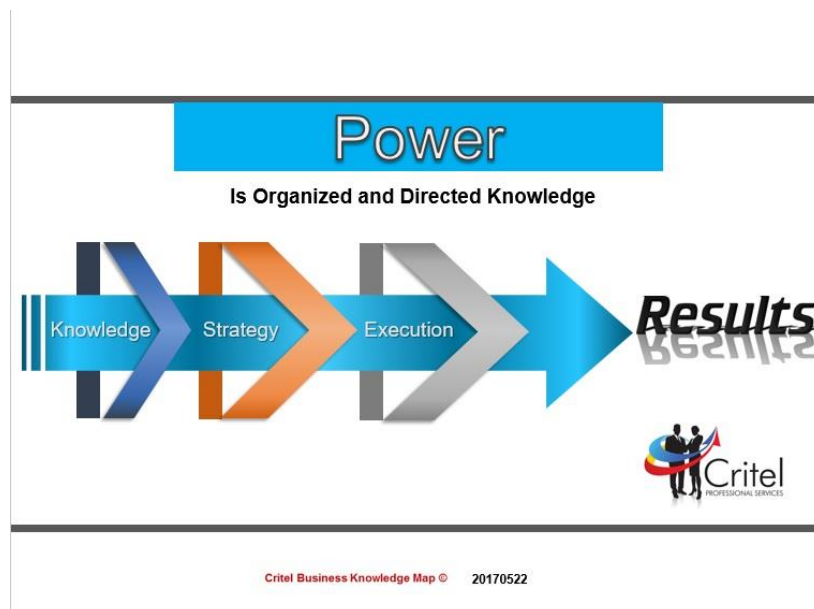


We start with the people who have the key responsibilities to produce results for the business; owner, manager, and through the use of core values survey and analysis and social profiles we ensure any business process or plan developed for their enterprise aligns with “owner” purpose, passion and clarity that serves strategic intent and the strategies adopted by the organization.

We excel at facilitating for our clients, generating their own solutions, creating alignment, buy-in and commitment to follow-through, measure and implement results and deliverables that are meaningful to the client’s organization. The principal of Critel is Gary Cerantola, Professional Engineer, MBA, ACCUD. We work **with** your team and **on** your team as we help your organization develop solutions. **Critel’s** name comes from addressing the **Critical Elements** required for an enterprise to succeed while facing ever increasing challenges.

No work is too small or too large. Critel draws from its network of associates to provide the right capabilities, experience and skills of its professionals required to meet the scale and scope of the client’s requirements. Critel is a **hands-on** professional services provider whereby the team selected to do the job is the team that does the work bringing the right experience and skills to the job and providing full senior practitioner dedication to the client’s requirements.

Critel has developed many business plans for small to large businesses dealing with start-ups, expansions, growth and company reviews. Critel developed a strategic plan for a start-up radiant heat boiler manufacturer in Calgary and developed their North American Marketing Roll-out plan. What we do is create Critel Business Knowledge Maps that can be specific to your client needs in order to orient and train you the client and your employees.



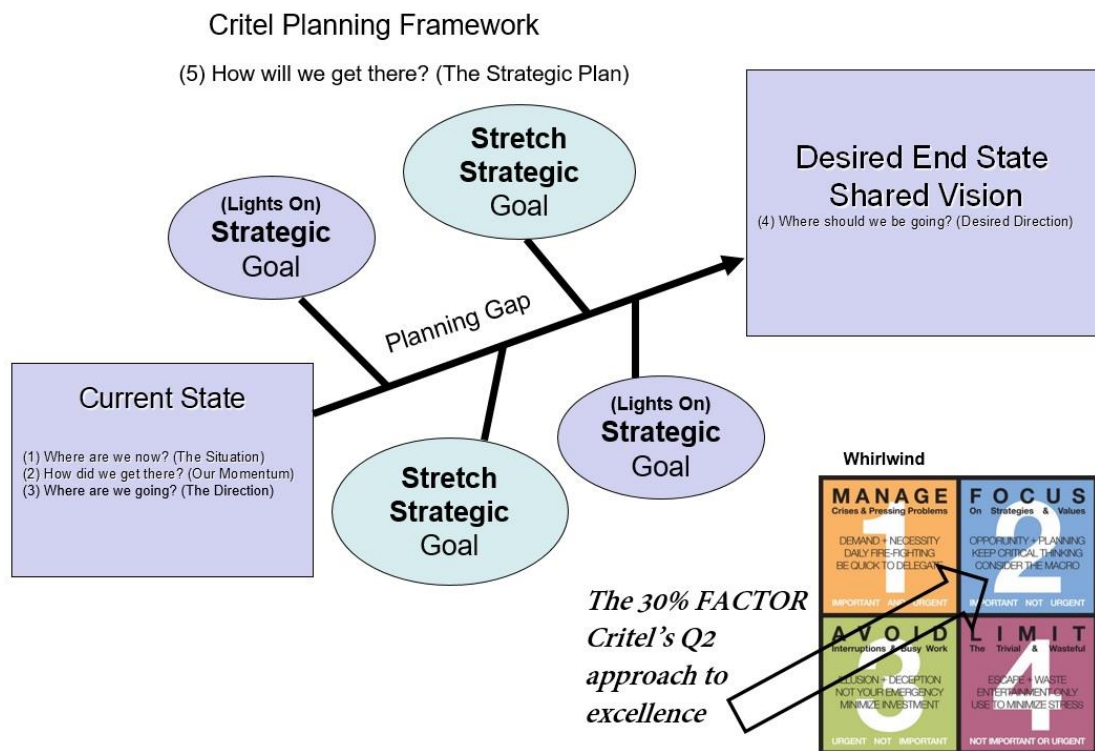
Our Approach:

Critel starts with the entrepreneur herself and helps her understand who she is and helps her understand how to not only work “In” the business but “on” the business.

It is no secret that organizations that ask the better questions are far more successful in the business arena. Critel will structure the client’s solution plan in a way that helps them ask the better questions and find the right answers utilizing Critel’s portfolio of tried and true facilitation frameworks, tools, templates and worksheets helping clients create solutions that address the root causes and the core of the problem. In particular, Critel has developed templates and worksheets to develop the client’s value proposition, strategy and business model. Using a Treacy & Wiersema value discipline model to develop the value proposition, Critel helps set the context for developing strategy and executing on the business model.

With any transformation project that Critel takes on, our professionals will help our clients focus on awareness and understanding, cultivate acceptance and generate support, genuinely creating a positive belief system as the foundation for alignment, team, and what it takes to achieve your vision.

Critel Planning Framework



Critel Strategic Framework

Critel Strategic Framework



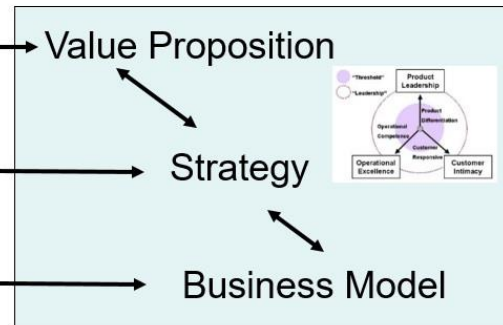
- Vision
- Mission
- Goals
- Objectives

Critel's process gets you to spend more time working ON your business and less time working IN your business helping you assume all three roles; technician, manager and entrepreneur, required to grow your business

The Value Proposition is a key component that drives execution as it points and guides the organization down a chosen path providing the context for how strategy should unfold

If Competitive Advantage is the goal then Strategy is the means

Competitive Advantage is built into the business model

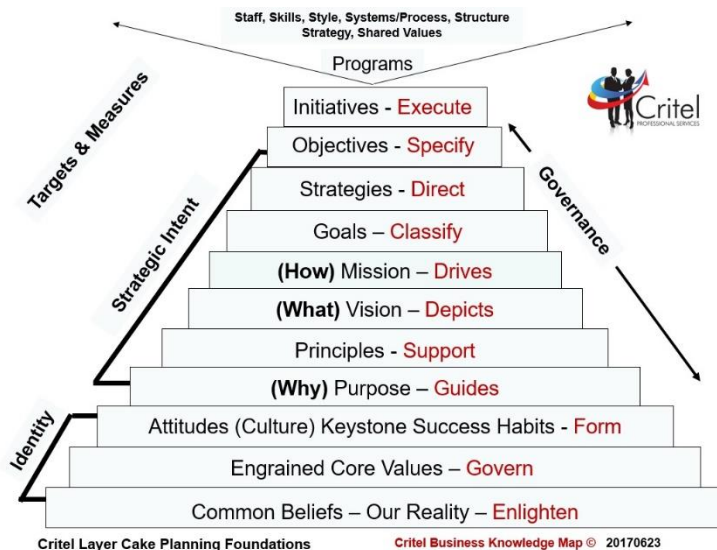


If your Strategy is right and your business model builds in Competitive Advantage then it's all about EXECUTION of the Value Proposition

Critel Strategic Framework

Critel Business Knowledge Map © 20170623

Issues Change.... Values Endure



Critel Layer Cake Planning Foundations

Critel Business Knowledge Map © 20170623

A shared values framework is a more effective platform that can enable transformation. For these reasons, Critel introduces a values approach to build a strong foundation for change while providing tools that bring meaning through critical thinking methods while also emphasizing strategic intent to achieve a sustainable approach to solving the problem.

Critel introduces its “Layer Cake Approach” supported by a beliefs and values foundation which starts with a values survey and transforms into a set of value statements that characterize what the espoused values mean to our clients, their partners, their business, their clients and their key stakeholders. In a nutshell, Critel takes its client through creative steps that envision possibilities

and generate energy to create meaningful solutions also creating leadership accountability and cultivating acceptance and ownership by the organization. Critel engages participants to explore concepts and approaches that are congruent with an organization's vision, mission, core values and its natural personality to result in **"Made-In-House"** solutions that engender shared ownership and commitment extending right through to execution.

Sounds Complicated?

We make it simple and use tools appropriate to the level of the work we do. We adjust our approach to bring the right effort and cost to small, medium and large jobs. Let's start with a conversation and you will be amazed at what Critel can do for you as it brings management technology to your organization at affordable prices.

Gary Cerantola



Project Lead, Research, Facilitation & Strategic Planning Lead, Strategy Facilitation, Project and Performance Management, Training and Coaching

Gary Cerantola BSc. Honours, P.Eng. MBA, ACCUD

Principal of Critel Professional Services, Mr. Cerantola is a professional engineer, MBA and Accredited Canadian Credit Union Director (University of Dalhousie and the Credit Union Institute of Canada). Mr. Cerantola, President of Critel Professional Services brings an engaging facilitation style shaped from years of corporate experience and refined as a result of working with business owners and 11 years of teaching college, under graduate and graduate business courses. He has taught over 25 different business courses at the college level, (Georgian College) and undergraduate and graduate university levels at Phoenix and Meritus Universities.

Mr. Cerantola also has a background in corporate sales, marketing, market research and market development. He has consulted in the areas of business planning, management, strategic planning, strategic issues resolution, and sustainability planning, operations planning in the telecommunications and electric power industries and for small and medium businesses including non-profit organizations and has helped entrepreneurs build their business plans.