



## Strategic Planning Services

AE Guidance, LLC offers the full range of strategic planning services to our clients. We can assist in research and obtaining pre-planning employee input, developing the process for the planning effort, facilitating the workshop sessions, documenting and producing the final product and assistance in the implementation of the plan. Our seasoned veteran principals not only facilitate the process but we also provide meaningful input during the workshop sessions. This approach allows our clients to take advantage of the many years of AE firm management experience of the AE Guidance team. This outside perspective can be very valuable when blended with the firm's in house knowledge.

### Pre-planning Services

- Client Surveys
- Industry Research
- Employee Interviews
- Review of previous planning documents
- Process Development

### Strategic Planning Session Facilitation

- Facilitation of the Planning Sessions
- Senior Principal Participation in the workshops
- Documentation of the session results

### Strategic Plan Documentation

- Coordination with client's team
- Production of draft documents
- Production of final documents (If desired by client)

### Strategic Plan Implementation

- Develop process for implementation
- Assist in the monitoring of progress towards plan goals
- Assistance with annual updates

### AE Guidance, LLC Strategic Planning Principals

- Everett H. Cowan, P.E., FACEC – former President and COO of Gresham Smith and Partners, an 800 person full service AE firm. Everett provides overall leadership of the planning process and participates in workshop sessions.
- Robert Paulsen, P.E. – former CEO of Post Buckley Schuh and Jernigan, a 4,000 person multidiscipline EA firm. Bob serves as project leader and planner and participates in the workshop sessions.
- Ken Faulk – former Executive Vice President at Barge Waggoner Sumner and Cannon, a 400 person engineering firm. Ken participates in the pre-planning activities and serves as facilitator for the workshop sessions.