

## What if there was a guaranteed way to quickly build a winning strategy that allowed your organization to reach its full potential now?

Most leaders struggle to confidently answer the following basic questions around the three most critical areas of their business.



· How do we get there - what's the



Winning Strategy

- Where are we today - what's our
- current state?

- Where do we want to go - what's our
- destination?

- Are we aligned at all levels of the
organization?

- How do we get there - what's the
- ready to take our
- Are we aligned at all levels of the
- provide?

- Loes our customers delighted with
- the products and services that we
- provide?
- Does our organization with in the
- most effective and efficient way



most effective and efficient way

#### **Testimonials**

Dan has been helping me grow and scale organizations for over 18 years. Dan has been a key leader helping to drive enterprise value and deliver successful exits to our investors. Dan is particularly strong at aligning cross functional teams around key goals and measurements and driving profitable execution. Dan brings together customer satisfaction, employee engagement, and organizational performance.



# Illuminate Advisors Our Purpose

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✓ info@illuminateadvisors.com





**ABOUT US** 



# CMMI°Institute Partner Illuminate Advisors

#### Results Matter

Illuminate Advisors doesn't just provide services, it provides answers and results.

Below are just a few examples of results provided by the Illuminate Advisors team:

- Supported spin out and turnaround of a global software development and cybersecurity best practices organization and increased
  enterprise value by more than 225% by evolving the business model, overhauling the product suite, adding a cybersecurity platforr
  and building a high-performance culture
   Helbed to grow financial technology software organization resulting in increased enterprise value by almost 500% by providing the
- vision and delivering a fund administration platform that moved the organization from a domestic product to a global platform
- Helped to stabilize client attrition of a large financial service organization leading to acquisition for \$800M by overhauling and

### Dan Torrens



Dan is a senior executive with 20+ years of experience helping companies to scale and grow. He has helped very successful early and growth stage organizations to dramatically increase enterprise value. Each organization delighted its customers and board and achieved drastic increases in revenue and profitability. Many organizations that he supported were later acquired

Dan is recognized as a leader with proven product and operations expertise. He is known for building strategic relationships with clients by quickly helping them to reach their full potential.

best practices throughout his career. He holds the following certifications that help him to bring proven solutions to your organization:

- Pragmatic Marketing Certified-Pragmatic Marketing
- Net Promoter Certified-Satmetrix
   Certified CMMI Associate-CMMI Institute
- Certified Enterprise Data Management Associate-CMMI Institute

## Illumina<u>te Advisors</u>

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### Contact Info















Differentiate from your competition and win new business by demonstrating that you are a reliable partner that your clients can count on to deliver quality products and services!

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# CMMI Institute Partner Illuminate Advisors

#### **APPRAISAL SERVICES**

One of the best ways to stay on your path is to have a third-party independent appraisal of your organization. Illuminate Advisors will evaluate your organization compared to best practices so that you understand where you are today and have a roadmap to improve in specific areas. Independent third-party validation of your organizational capability by CMMI "view" or "capability area" or Data Management Maturity Model allows you to differentiate from your competition and win new business

Independent third-party validation of your organizational capability allowing you to differentiate from your competition and win new

- By CMMI Maturity Rating:
- CMMI Development
- CMMI Supplier Management
- By CMMI Capability Rating:
- Improving Performance
- Planning and Managing Work
   Engineering and Developing
   Products
- Delivering and Managing Services Ensuring Quality
- Managing Business Resilience
- Managing Business Resilience
   Managing the Workforce
- Selecting and Managing Suppliers Supporting Implementation
- Sustaining Habit and Persistence
- Data Management Maturity Mode

- CMMI Assessment by either CMMI View or Capability Area
- CMMI Benchmark Appraisal or Sustainment Appraisal by either CMMI View or Capability Area
- Data Management Maturity Model (DMM) Assessment

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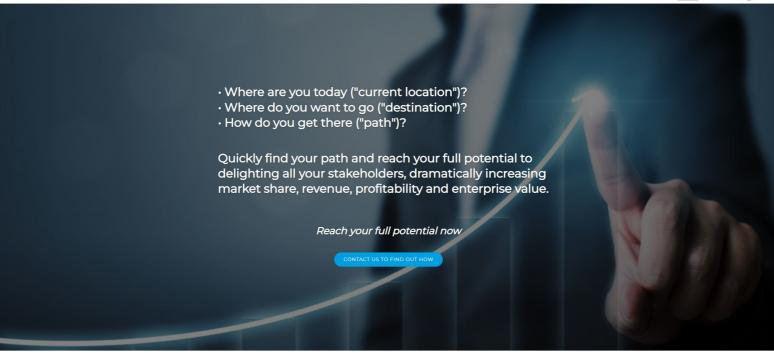
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#### "Discovering the Path" - Building a Winning Strategy

#### Deliverables

- . How do we get there ("path")?

- Illiuminate Advisors will provide you with a clear path that allows your organization to reach its full potential now, including:

   Stakeholder analysis allowing you to know who your real stakeholders are and what they ultimately care about and define as success for your
  - A current state profile with meaningful KPIs (key performance indicators) allowing you to truly understand where you are today ("current").
- A future state profile allowing you to see where you need to go including aggressive (yet realistic) goals ("destination") including long-term (3-5 ars) as well as short-term (I year and 90 day) aspirations and goals
- An actionable strategic plan or way forward ("path")

"Discovering the Path"- Building a Winning Strategy is a proven workshop series that will help your organization find its way and reach its full otential. Illuminate Advisors is so confident in its proven method that it comes with an unconditional guarantee of satisfaction (100% Cust

Illuminate Advisors promises to show your organization the path to reach its full potential. It does this by following a disciplined approach to build a winning strategy, high-performance culture and operational excellence

#### The Approach

- 1. Help organizations understand where they truly are today
- Help them to set aggressive (yet realistic) goals
   Help them to see the path to meeting their goals

100% Customer Satisfaction Guaranteed-If you are not satisfied for any reason, just let us know within 30 days. Illuminate Advisors will refund 100% of

We at Illuminate Advisors cannot think of a fairer way for your organization to try our proven method so that it can find its way and reach its full

#### What To Expect

In less than one month (only requiring 24 hours of your time) you will have the way forward for your organization to reach its full potential. An Illuminate Advisors' Expert will work with you via a series of 3 half-day workshops and 4 short video conference calls to define the path





Gold-Workshop Series Platinum-Workshop Series Diamond-Workshop Series

conference calls and emails

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## Illuminate Advisors Our Purpose

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HOW WE HELP

ADVISORY SERVICES ▼ APPRAISAL SERVICES TRAINING AND CERTIFICATIONS





## Contact

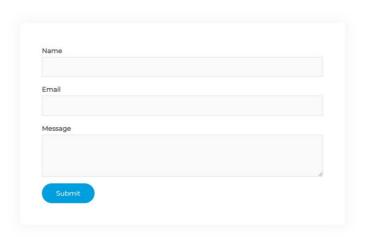


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High-Performance Culture Operational Excellence

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(2)



- Help organizations understand where they truly are today
  Help them to set aggressive (yet realistic) goals
- Help them to see the path to meeting their goals

Reach your full potential now

Illuminate Advisors helps organizations quickly find their path and reach their full potential by building a winning strategy, high-performance culture and operational excellence.

#### The Problem

Most organizations have lost their way and are not able to reach their full potential, they have unhappy customers, board members and investors and

- Investors are unhappy due to failure to meet financial forecasts and increase enterprise value







Winning Strategy

- Where are we today - what's our current state?

- Where do we want to go - what's our destination?

- Where do we want to go - what's our destination?

- How do we get there - what's the path forward?

- How do we get there - what's the path forward?

- High-Performance Culture

- Are our team members happy?

- Are they ready to take our organization to the next level?

- Are they ready to take our organization work in the products and services that we provide?

- Does our organization work in the most effective and efficient way possible?



their organization or they are caught up in day-to-day operations so they can't clearly see the path that will allow their organization to reach its full allow the re

#### The Solution

Illuminate Advisors quickly show organizations the path to reach their full potential. Illuminate Advisors team members have been helping lead answers these questions and scale their businesses for over 20 years. Illuminate Advisors' simple approach allows leaders to quickly understand where their organization truly is today, help them to set aggressive (yet realistic) goals and help them to see the path to meeting their goals.

There are three core asp

• Winning Strategy

• High-Performance

full potential now. Illuminate Advisors provides advisory services, appraisal services, training courses and certifications to enlighten organizations. Illuminate Advisors is a trained, qualified and licensed CMMI® Institute Partner and a PEX (Process Excellence Network) and Pittsburgh

- Leading to delighted customers, board members and investors:

  Delighted customers due to products and services that are exceeding expectations and delivering on the value promised:
  Delighted board members due to the ability to consistently deliver on aggressive by the realistic goals) such as 90-% project on-time and within budget rates, drate: increase in market adoption and sales:
  Delighted investors due to the ability to deliver on financial forecasts and dramatically increase enterprise value.

evaluate and build a winning strategy, high-performance culture and operational excellence through a simple three step process

- 2. Help them to set aggressive (yet realistic) goals

Illuminate Advisors no risk offer-Illuminate Advisors is so confident that it can help your organization that it will guarantee its results, if you do not feel that they received value from the engagement with Illuminate Advisors, the engagement fee will be waived!

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#### RESOURCE CENTER

The Illuminate Advisors Resource Center is a collection of every digital n whitepapers and ebooks to learn how to reach your full potential now.

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#### **ALL RESOURCES**

The Illuminate Advisors Resource Center is a collection of every digital resource in one place. Browse through a collection of presentations, articles, whitepapers and ebooks to learn how to reach your full potential now.



■ All Resources

#### Resource Type

#### Resource Topic



CMMI Development V2.0 Overview



CMMI Helping Organizations Scale Across The Enterprise



CMMI Improving Agile Performance With CMMI



CMMI The Agile Way



CMMI Thriving In The Age Of Disruption



CMMI V2.0 Adoption Transition Guidance

BROCHURE



CMMI V2.0 At A

CMMI V2.0 Introduction

Introduction Model Views

MODEL/FRAMEWORK AT-A-GLANCE



CMMI V2.0 Model Excerpt Estimating Practice Area

DOWNLOAD RESOURCE »

CMMI Which Model Is Right For

You

DMM At A Glance



DMM Introduction

Advisors Launch Press Release Illuminate Advisors Open For Business To Help Organizations Scale And Grow

BROCHURE Noticed areas of perchantical and percha

Advisors Overview Brochure



Illuminate Advisors Testimonials

ARTICLE

Advisors-How to Ensure that Your Organization Reaches Its Full Potential in 2020

Illuminate Advisors

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 United States







# TRAINING AND CERTIFICATIONS

#### TRAINING COURSES



#### CERTIFICATIONS

Certifications help individuals committed to excellence in capability improve professional career growth and advancement.

## Foundations of Capability This 2-day course will teach you have to use the CMM VZD Moderated the business value that can be gained by improving any

Building Development Excellence

Building Service Excellence

The 1 day captured beauty as hards a build candidge in delibering and managing acrossos.

Build capability in delivering and managing aeroles through the cover designed to be taken after the Povoldations.

Building Supplier Management Excellence his tay course will teach you have to build capability in selecting and managing supplied ing and managing supplied through this course designed to be taken after the Foundati

High Maturity Concepts
This I day course will teach you have high maturity argunizations build correct time advantages freely houlding capability for data of

UPCOMING TRAINING COURSES

We'll Come To You!

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CERTIFICATIONS

Certified CMMI® Associate

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## "Walking the Path" - Advancing a Winning Strategy

Once the path has been lit and you can see the way for your organization to reach its full potential, Illuminate Advisors is available to support you to ensure that you stay on the right path.

#### Deliverable

Execution of your winning strategy.

#### Advancing a Winning Strategy Services and Deliverables:

- Portfolio Management."Invest in the right projects"-An ongoing portfolio management process that ensures that your organization invests in
  the right projects to reach its full potential, including identification and analysis of opportunities
- Product Management "Evolve your products and services"—An ongoing product management process (via Pragmatic Marketing Framework)
  that ensures that your products and services are evolving to meet the needs of your customers and your business, including product
  marketing plans and development roadmaps.
- Market Development/International Expansion-"Grow your market"-An ongoing market development process (via Pragmatic Marketing) that ensures that your organization understands and can meet the needs of current and new markets.
- Annual Strategic Planning: "Stay on the right path". An ongoing strategic planning process that ensures that your organization reaches its full potential, including an executable strategic and operational plan for the following year.

Illuminate Advisors offer several service options and will work with you to design the best solution to help your organizations "walk the path", service options include:



Workshops

-



Projects & Engagements

Ongoing Support

Remote via video conference and email

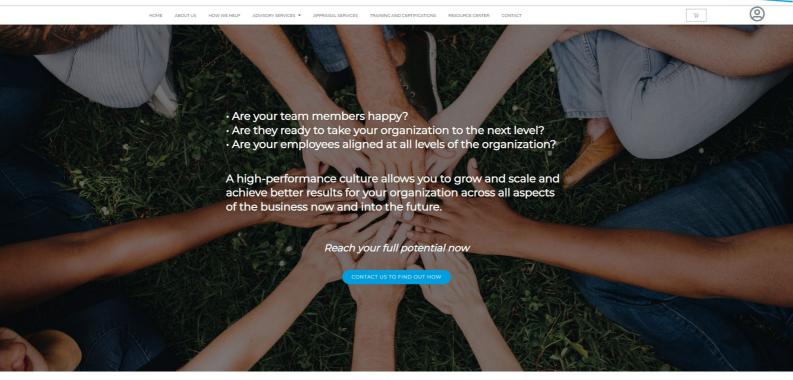
Onsite and via phone, video conference, email

#### Reach your full potential now

CONTACT US TO FIND OUT HOW

# Our Purpose To help organizations to quickly find their path by building a winning strategy, high-performance culture, and operational excellence to help them reach their full potential now. Cet Started Contact Info Land 14/2-260-0634 Advancing a Winning Strategy High-Performance Culture Operational Excellence Appraisal Services Training and Certifications Reach your full potential now





#### "Walking the Path" – Building and Advancing a High-Performance Culture

Once the path has been lit and you can see the way for your organization to reach its full potential, Illuminate Advisors is available to support you to ensure that you stay on the right path.

#### Deliverable

 A high-performance culture that allows you to grow and scale and achieve better results for your organization across all aspects of the business now and into the future.

## Building and Advancing a High-Performance Culture Services and Deliverables:

- Culture Assessment and Management-An ongoing culture assessment and management process that ensures that your people are happy and
  are ready to take your organization to the next level, including culture assessment results and action plans
- Workforce Training-An ongoing workforce training process (via CMMI-Organizational Training) that ensures that your people have the skills and knowledge to take your organization to the next level, including skills and knowledge assessment and individual development plans for each team member.
- Talent Acquisition-An ongoing hiring process (via Topgrading) that ensures that you build a high-quality workforce (internal resources) with
   Topgrading to the process of the pro
- Supplier Selection and Management-An ongoing supplier/vendor selection and management process (via CMMI Supplier Management) that ensures that your organization has the right vendors (external resources) to reach its full potential

Illuminate Advisors offer several service options and will work with you to design the best solution to help your organizations "walk the path", service options include:



Workshops

7

Projects & Engagements



Ongoing Support

Onsite and via video conference

Remote via video conference and email

Those via video conference and email Offsite and via priorie, video conference,

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#### "Walking the Path" - Building and Advancing Operational Excellence

Once the path has been lit and you can see the way for your organization to reach its full potential, Illuminate Advisors is available to support you to

#### Deliverables

- . Mature organizational capabilities that you and your stakeholder can rely on to do the job right!
- A process based on proven best practices to help your organization reach its full potential

#### Building and Advancing Operational Excellence Services and Deliverables:

- organization stays aligned and that your employees are focused on what matters to reach its full potential.

   Customer Loyalty-An ongoing "voice of the customer" process (via Net Promoter Operating Model) that ensures that your organization
- understands how your customers feel about your products and services as well as how you can improve to meet their needs
- Project Management-An ongoing project management process (via CMMI) that ensures that your organization deliver projects on-time and
- Product Development-An ongoing product development process (via CMMI Development, Lean Start-up and Customer Centric nent Models) that ensures that your organization builds products and services that meet your customer no
- Service Excellence-An ongoing service process (via CMMI Services) that ensures that your service organization meets the needs of your
- Quality Assurance-An ongoing quality process (via CMMI) that ensures that your organization delivers superior quality products to your
- Business Continuity-An ongoing Business Continuity Process (via CMMI) that ensures that your organization is always available to support
- Enterprise Data Management-An ongoing data management process (via Data Management Maturity Model (DMM)) that ensures that you
- organization always produces accurate and timely information.

   Sales-An ongoing Sales Process (via Managed Buying Process) that ensures that your organization closes business in the most effective and

options include





Workshops

Projects & Engagements

Ongoing Support

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RESOURCE CENTER





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