

2011 STRATEGIC PLAN

***Our vision, always:** To be a management consulting firm advising leading companies on accounting, tax, profitability and strategy solutions that deliver exceptional business results. To work as a team and accept nothing less than excellence in our processes and our client deliverables as we obtain an ESGP share price of \$100 by 2015.*



GO TO MARKET



Strategic Objectives

- Coordinate sales and marketing across the entire firm
- Enhance our opportunities with each client and prospect
- Deliver services that the market desires and for which it is willing to pay a premium price
- Define and develop a brand image that better communicates our presence

Key Initiatives

Marketing Department Alignment (J1)

Coordinated Selling Process (J1)

CRM Deployment and Management (J2)

Develop Client and Industry Analytical Tools (J3)

SHAREHOLDER VALUE



Strategic Objectives

- Create employee committees to make recommendations to the Executive Committee
- Approach decisions and investments as "one firm"
- Increase communication related to financial performance and effect on ESGP stock price

Key Initiatives

Governance (J1)

Create Investment Committee (J1)

Transparency, Education and Communication (J2)

Establish a Leadership Development Program (J3)

HUMAN CAPITAL



Strategic Objectives

- Create a training curriculum for all employees
- Better define roles and responsibilities
- Improve communication and processes

Key Initiatives

Design a firm-wide training program (J1)

Create job descriptions that establish competencies and expectations for all employees (J2)

Improve the employee evaluation format and process (J3)

Redesign the mentor protégé program (J4)

EFFICIENCY



Strategic Objectives

- Develop firm wide initiatives to improve personnel productivity
- Improve efficiency of processes

Key Initiatives

Increase employee utilization by 5% (J1)

Streamline the administrative process (J2)

Evaluate an Enterprise Content Management System (J3)

Create an on-going efficiency program (J3)

CULTURE



Strategic Objectives

- Improve communication to enhance employee engagement
- Develop a forum where employees' opinions and ideas can be expressed and considered

Key Initiatives

Establish Culture Committee (J1)

Improve Employee Communication (J2)

Develop and implement an Employee Relationship Program (J3)