



When Cormier Strategy Advisors teams with a client it always has a goal in mind for them: a high return on investment. Whether it's bringing creativity to the negotiation process, improving a business process or identifying ways to improve the prospective return-risk tradeoff, the team expertly works available levers to optimize outcomes for the client.

Cormier Strategy Advisors understands that strategy is its own discipline and development of successful strategy involves mastery of diverse business functions from finance to customer service, from communications to operations, from information technology to human resources. The company's strengths lie in the ability to assess needs, produce strategy, mobilize resources and execute plans.

With over 20 years of success across a range of economic sectors, company president Paul Cormier understands the big picture. His creative and implementable solutions to complex problems make him a trusted advisor to senior executives, an ideal pinch hitter on management teams and a perfect project manager on critical initiatives.

## Strategy Development

The company assists organizations master the three critical phases of strategy development:

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| <b>Phase 1<br/>Analysis</b>  |
| <ul style="list-style-type: none"> <li>• Reviewing Organizational Goals &amp; Objectives</li> <li>• Analyzing Competitive Position</li> <li>• Scanning Political &amp; Social Environment</li> <li>• Assessing Financial Feasibility</li> <li>• Assessing Internal Capabilities, Organization &amp; Culture</li> </ul> |
| <b>Phase 2<br/>Development</b>   |
| <ul style="list-style-type: none"> <li>• Establishing Strategy's Goals &amp; Priorities</li> <li>• Defining Actions</li> <li>• Identifying Resources</li> </ul>  |
| <b>Phase 3<br/>Implementation</b>  |
| <ul style="list-style-type: none"> <li>• Communicating Strategy</li> <li>• Incentivizing Behaviour</li> <li>• Performing Actions</li> <li>• Monitoring Progress &amp; Adjusting Action Plan</li> </ul>   |

Many organizations lack the resources necessary to undertake the analysis phase of strategy development

and this is where Cormier Strategy Advisors strives to add the most value to the process – for solid analysis is the bedrock of strategy.

Paul Cormier's more than 20 years as an analyst and strategist provides his clients assurance that all factors are reviewed and considered in the strategy development process.

Cormier Strategy Advisors can assist companies by performing the analysis, work with management to develop the strategy based on that analysis and assist in strategy implementation by supplementing client efforts in areas such as change management.

## Project Management

Paul Cormier is an ideal project manager due to his:

- background as a corporate manager, analyst, strategist and senior counsellor
- experience managing an array of financial, administrative and operational functions
- project management background
- experience in a broad range of economic sectors.

The company has experience managing projects ranging from contingency planning for a potential flood disaster to benchmarking pricing and service levels for outsourcing service providers to management of company-wide employee opinion research projects to the development and production of corporate annual reports.

## Short-Term Management Services

The company also provides management services to organizations that seek an experienced manager who can serve on a temporary basis for unexpected vacancies, during transitions or reorganizations, while employees are on leave or when the organization requires periodic assistance to augment internal expertise.

Paul Cormier's strength as a strategic consultant continues to be his ability to quickly understand issues and situations. This combined with his experience as a corporate manager, his understanding of organizations' financial, administrative and operational functions and his experience in a wide range of economic sectors makes him well suited to immediately step into management roles when organizations need

experienced management on a short-term basis.

### Areas of Service

Cormier Strategy Advisors' consultants seek to reward their clients' trust by generating high return on investment by helping them find ways to achieve better results through:

- 1) Driving excellence in the organization as a whole
- 2) Serving the customer better
- 3) Inspiring people to give their best
- 4) Maximizing the effectiveness of the operations
- 5) Achieving acceptance of stakeholders
- 6) Minding the money responsibly
- 7) Measuring results to gauge success

### Paul Cormier

Paul Cormier is President of Cormier Strategy Advisors.



Paul has over twenty years' experience as a corporate manager, analyst, strategist and senior counsellor for organizations in various sectors including natural resources, manufacturing, financial services, transportation, environmental technologies, utilities, health care, government, hospitality and entertainment.

At Cormier Strategy Advisors, Paul's focus is on helping clients deliver on their strategic goals by capitalizing on his experience in diverse business functions to assess client needs, produce strategy, mobilize resources and execute plans.

Prior to founding the company, Paul held a management position at BC Hydro, managing the relationship with BC Hydro's primary outsourcing partner, Accenture. Paul was responsible for relationship management, performance measurement, internal governance and issue management/dispute resolution related to the agreement. During his time with BC Hydro, internal satisfaction with the Accenture relationship doubled.

Prior to his role at BC Hydro, Paul was Vice President of Cormier Communicators Inc., a public relations firm founded by his father, Jean Cormier. At Cormier Communicators, Paul's primary areas of responsibility and experience included government relations, mergers and acquisitions, strategic communications planning, opinion research and investor relations. Paul was also responsible for managing the business aspects of the firm including the finance & accounting, investment, taxation, legal, human resources and information technology functions.

Paul joined the firm after receiving his Master of Business Administration degree from the Sauder School of Business at the University of British Columbia. He also has a Bachelor of Commerce (with Honours) in Finance from the Sauder School of Business.

### Alliances

To assist in larger projects, Cormier Strategy Advisors maintain alliances with a number of independent consultants with expertise in a variety of fields:

- Corporate Communications
- Marketing
- Government Relations
- Financial Management & Analysis
- Tax Planning
- Public Opinion Research
- Change Management
- Public-Private Partnerships
- IT Project Management
- Customer Service Management
- Operations Management

These consultants are available to provide extra resources on projects or to bring their particular expertise to the table in areas where it is required.

### Contact Information

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