



| 4xi

**GLOBAL
CONSULTING
& SOLUTIONS**



TRUE NORTH®

Strategic Partnerships Organizational
Learning & Leadership Academy

Supporting organizations and teams to win better, retain better business through strategic partnerships and development:

MARKET MATCH®

Our proprietary process of identifying ideal client characterization, ideal client profiles, and target lists.

STAR PAGE

We take clients through a process of condensing down your value proposition into a STAR PAGE summary which forms the foundation of your go-to-market approach. Easy to understand, jargon free, consumable, and easy to articulate.

LEARNING ACADEMY

Extensive 6-module virtual or in-person learning academy on the foundations of build a Strategic Partnerships culture.

PARTNERSHIPS SUMMIT

Structured processes for existing or new partnerships to get on the same page and aligned to mutual success.

STRATEGIC ACCOUNT MANAGEMENT & DEVELOPMENT

Our team of Strategic Account Management professionals will help, support and implement your structured SAM approach, and provide ongoing support, coaching, and measurement of success.

**WIN BETTER, RETAIN BETTER
BUSINESS.**



NAVIGATING YOUR GROWTH JOURNEY



I. NORTH STAR

Purpose, Values, Vision, and Mission are the NORTH STAR to your journey.



II. FUTURE FOCUS

What's your destination? What do you want to be? Where? When?



III. MARKETMATCH®

Ideal Client Characterization, Ideal Client Profile, and create your Ideal Client Targets.



IV. BUSINESS PLAN

Your journey map: resources required, milestones, and measurements along the way.



V. TRUE NORTH® ACADEMY

A series of learning workshops for you and your teams on how to win better, retain better business.





MARKETMATCH®

The Science For Growth

Target Audience



I. IDEAL CLIENT CHARACTERIZATION

Industry, philosophy, culture, complexity.



II. IDEAL CLIENT PROFILE

Sector, markets, geography, size, readiness to buy.



III. IDEAL CLIENT LIST

Highly qualified Ideal Client List. Quality not Quantity.



IV. STAR PAGE

A distilled version of your value proposition, on one page.

STAR PAGES



The Workplace Experience (WX)

Build a world class workplace experience strategy, using the principles of human-centered experience design, to serve as the foundation of focus, investment, and resourcing for the future of work.

Placing the employee at the center of what you do.

What is the workplace experience today?
The workplace experience has become the key driver for talent attraction and retention and is the physical and digital manifestation of a company's values and purpose. It is comprised of a purposeful, agile ecosystem focused on the end-to-end employee journey. A great workplace experience (WX) meets or exceeds employees' expectations in every interaction.

Therefore, an effective WX approach is designed to serve employees in every interaction in order to:

- Fulfill their needs
- Deepen the relationship they have with the company/brand
- Ensure that they stay with the company for the long term
- Work toward growth
- Align to company values and purpose



WX is big, complicated, and ever evolving, but it all counts.



4xi Global Consulting offers a unique range of solutions and services designed to support innovation and progress. There has never been a more important time in our history than now to focus on Environmental, Social, and Governance in our business operations.

We all know...you can't fix what you can't see.

Effectively managing dispersed operations and delivering high value to clients and customers means you need to know what's going right, and what's not, before it costs your business. But with so many locations and such tight time, how do you see what's really happening at each site and make sense of it all?

MyFieldAudits mission is to give operators clear visibility into their onsite businesses while delivering the "need-to-know" to make informed, impactful decisions. To do this, we've developed a powerful suite of robust tools that engage onsite teams, leadership and clients to provide a real-time window into the tool of your business. Simple, clear dashboards and benchmarking reports help you and your clients know exactly where each location stands.

Whether it's quality checks, regulatory compliance or training and brand standards, MyFieldAudits makes it easy for you and your team to learn to own quality and ensure it's delivered.

A better way to manage...

Powerful Visibility
See what's truly happening onsite - increase your location level control to provide control and performance means.

Remote Oversight
Say the day - our remote inspection platform means less time traveling and more time on-site and matters.

Innovative Compliance & QA
We custom craft effective technology solutions that engage our field teams to provide better results that increase customer loyalty.

Contact us to learn how we can transform the way you manage your business today

www.myfieldaudits.com +1 (424) 241-3435
George@myfieldaudits.com

MyFieldAudits MyFieldAudits REMOTE MyCustomer Voice

EPICUREAN GROUP
Fresh. Honest. Local.

Epicurean Group: Proud to be the premier provider of food experiences to some of the most progressive companies.

Epicurean Group: Refreshingly Simple

"Epicurean Group is primarily an independent, boutique catering company with our foundations of great food, great people, and great service."

Our clients have had extraordinary experiences from the moment they made their reservation, through the event, and the follow-up. We're committed to making sure every experience is as good as the food.

For nearly two decades we have been cultivating a reputation for exceptional performance and client satisfaction. Whether at work, at education, or at a special life occasion.

In partnership, we look forward to helping you transform your catering company. Fresh, honest, local food & experiences."

Get in touch to learn how we can help you.

Fresh, honest, local food & experiences

scott@epicurean-group.com
www.epicurean-group.com

What does my support look like?

I will shape an evolving Hospitality Operations & Experience that supports shifting human experience when away from home: at work, in education at rest, or at leisure. I will strengthen your company culture, and business objectives as well as deliver services & manage operations that support your organization's success.

Listen | Learn | Assess | Ideate | Align | Support

I can help your business transform:

- Develop inspirational best-in-class, conference, events, and reception programs
- Identify problem areas, create manageable solutions, and provide a hands-on implementation
- Influence programming through conferencing and events, engaging your stakeholders
- Project plan complex projects: amenity openings, meetings and events, opening procedures, and workplace and employee experience initiatives

How my services will impact your business:

- Be the best-in-class hospitality experience
- Create team excitement
- Change human behavior
- Improve efficiency
- Become a differentiator
- Improve utilization of space, measure, report

66 If you're looking to re-open your amenity space, re-activate your conference offerings, re-fresh your operations, and teams, we provide you with a one-stop-shop approach to satisfy all your amenity needs. 66

JENNIFER DURNING
Hospitality Operations & Experiences

Jennifer has a proven record of success managing projects in the hospitality industry. She is a solution-focused manager who can think on her feet and is adept at creating successful working relationships with all levels of the client workforce while building, training, and inspiring teams who excel at driving client and guest satisfaction.

hello@4xiconsulting.com
www.4xiconsulting.com 4xi

UNIVERSITIES & COLLEGES

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SEE MORE THAN EVER BEFORE

Safety matters now more than ever before - but understanding what is happening in real time is the best way to enable sanitation and safety while minimizing surprises.

Your clients and visitors want clean environments that just work with a minimum of hassles and inconveniences.

At Zan we can simplify the work of keeping your building running smoothly and enable great experiences for those using your offices, meeting spaces, and classrooms.

Let's face it, there is nothing more frustrating than out of stocks on paper towels and toilet tissue - not to mention conference rooms that were missed on the last round of cleaning.

Using technology, sensors, and AI that works with all your existing systems and equipment, we can ensure that you never have to worry about the safety or convenience of your visitors ever again.

It's just that simple.

TECHNOLOGY THAT DELIVERS REAL TIME VISIBILITY

Through our easy-to-use platform, Zan delivers insights and data-driven visibility into your building operations.

SAFETY | EFFICIENCY | VISIBILITY

OCCUPANCY MONITORING
Understanding your building occupancy as well as how visitors utilize the space will help you make better decisions with staffing and scheduling. When you understand customer patterns it allows you to make the best use of your valuable real estate resources. You can also track the cleaning activities and duration of employees across your property to drive efficiency.

SMART RESTROOMS
Your customers will never run out of paper towels or soap again with this integrated technology solution. But more than that, we can help you collect data on building occupancy, weather, flight schedules, or room usage to create cleaning schedules that improve your overall cleaning while reducing your costs and optimizing operations.

REAL TIME FEEDBACK
Through our mobile app and data collection technology, you can capture feedback from customers in real time, allowing you to fix problems quickly. Your team can also log their work and supervisors can validate and evaluate the work completed. This allows for efficiency and accountability at all steps of the facilities management process.

LET ZAN HELP YOU GET BETTER VISIBILITY TO YOUR BUILDING OPERATIONS AND DELIVER A CLEANER, SAFER, MORE EFFICIENT ENVIRONMENT FOR THE FUTURE

Contact us today to maximize safety and efficiency in your building operations

sales@zancompute.com www.zancompute.com +1 (866) 926-2667



I. TRUST

Strong partnerships, like any relationship, must have trust as the foundation.



II. PORTFOLIO

Honest reflection and evaluation will drive your team's learning about what makes a winning partnership.



III. STRATEGIC ACCOUNT PLANS

Participants produce a living document that becomes the foundation for collaboration and partnership.



IV. COLLABORATIVE SOLUTIONING

The importance of managing the sales funnel more efficiently and effective ways to establish and create winning partnerships.



V. PARTNERSHIP ARCHITECTURE

Win-Win is a phrase we hear a lot, but what does it really mean? We make the connection between partnerships and relationships that last.



VI. GROWTH LEADERSHIP

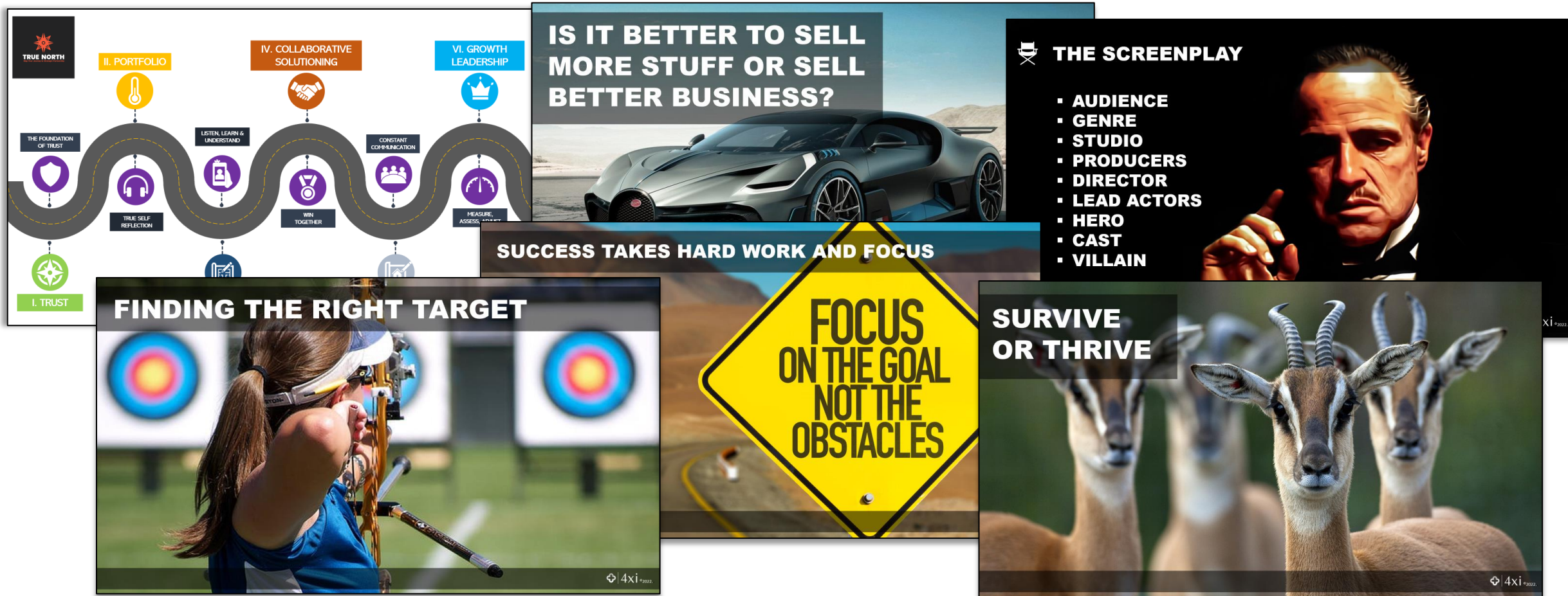
TRUE NORTH® helps growth leaders navigate their personal journey from task-based activities to thoughtful and influential growth leadership.



TRUE NORTH
Map Your Journey in Strategic Partnership

THE LEARNING ACADEMY

AN ENGAGING JOURNEY



CHANGING BEHAVIORS

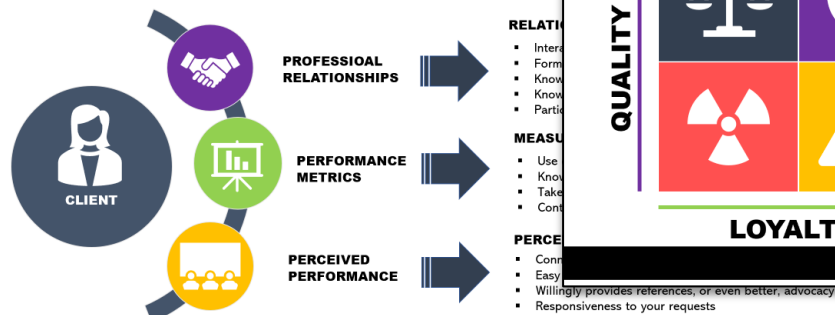
DEVELOPING MOMENTUM IN THE FUNNEL



PORTFOLIO RACE CARD

Key Comparison Criteria	Season Placings	Weight	Distance	Stamina	Owner/Stable	Jockey	Rating	ODDS
Tumbleweed	4	3	4	3	3	3	20	5/1
Baby Boomer	4	5	5	4	5	4	27	EVENS
Silver Star	4	4	5	4	4	3	24	7/4

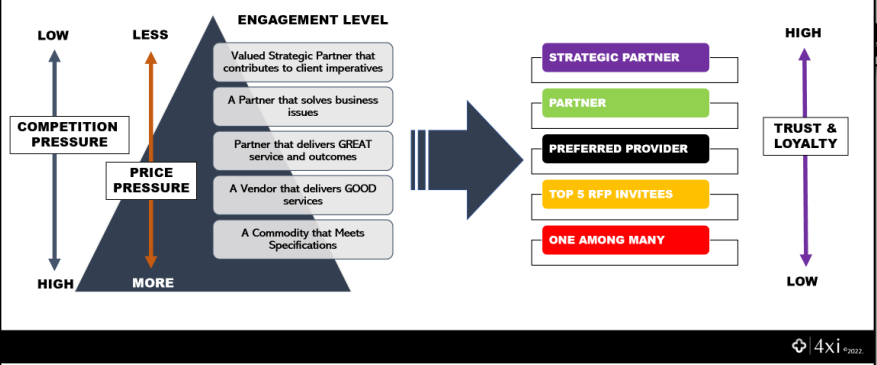
SAM: FOCUS ON THE 3 P's




CONSIDER QUALITY & LOYALTY RISK QUADRANT



LEVELS OF CLIENT ENGAGEMENTS



BUILDING A GROWTH CULTURE

- 
- Vision, Mission, Purpose & Values
 - What do you stand for?
 - Do you stand out from the crowd?
 - Top to bottom Culture
 - Vocabulary & Vernacular
 - Common Behaviors
 - Brand Book & Personality
 - Training & Education
 - Swagger & Pride

WHAT'S YOUR STORY...?