

The Experion Experience

Winter 2004

Mission

The Experion Group creates opportunities for its members:

- **To generate business;**
- **To provide more value to their clients; and**
- **To share knowledge.**
- **This mission can only be achieved through the individual efforts and participation of its members.**

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The Experion Group

Experience Producing Value™

President's Welcome Message

by Richard P. Shaw

It is with great pride and pleasure I welcome you to the inaugural issue of The Experion Experience – our new newsletter. Harish Chauhan, Experion, the Executive Member responsible, has done a superb job on the design both in aesthetics and functionality.

THE Experion Experience strives to INFORM, INSIGHT and INITIATE action. Members will be very proud to spread this around to their clients and prospects. This is a tool that can be used to market both you, fellow Experion members and in fact the Experion Group itself to clients and prospects.

The Experion Experience features:

- 2 Feature articles – with author photo and/or logo (to be provided by member)
- New member intros with photo and your logo (to be provided by member)
- Notable Deals – talk about your latest connection, deal and project from our group
- Member Achievements – Experion members are top of their field, present yourself here and tell us what is the latest and greatest with your practice

Our new newsletter affords you several ways where you can promote yourself to both fellow members, your clients and prospects. Whether by contributing a feature article, a notable deal or announcing a member achievement. The Experion Experience affords you

the opportunity and provides a professionally designed vehicle with which to:

- INFORM fellow members, clients & prospects;
- Provide your highly experienced INSIGHT;
- INITIATE sales, marketing and collaborative opportunities.

The new member feature will help us all to better understand the new member's skills and how we will be able to work together in a more timely manner. It augments but does not replace face-to-face meetings.

The more effort you put into our newsletter the more benefit you will receive from it. I encourage each member to actively participate in this initiative. It will make us all more successful.

Welcome to Our New Members

The Experion Group warmly welcomes three new members in this newsletter: **Barbara D. Fanning**, **Paul Litwack** and **Christopher Booth**.

Barbara D. Fanning of Dawn Solutions joined Experion Group in the last few months.

Dawn Solutions is a business development consulting practice focusing on the pharmaceutical and biotechnology sectors. Its business includes financing and investments, strategic planning, and partnership and collaboration development. The company has unique solutions for the industry to comply with new privacy laws

within their partnerships and collaborations.

Barbara may be reached at barbaradfanning@aol.com.

Paul Litwack is the Capability Improvement Coach®. Since 1978, his thought-provoking Keynotes, TeleClasses, personal Coaching and custom Training programs continue to help leaders in nine countries to uplevel their personal, professional and business capabilities.

Coach Paul's solid real world experience comes from years of successful projects from the

'back room' to the Boardroom. He is also an active community volunteer.

To get to know Paul even better, read his article on negativity on page 3.

Paul may be reached at paul@the-coach.com or at www.the-coach.com.



Winter 2004



Hugh Latif
Hugh Latif & Associates

From a Casual Lunch to a Professional Consulting Association in Less Than 3 Years...

by Hugh Latif

It all started in early 2000 when some executives in their second or third career got together once a month to network and exchange referrals and business contacts.

The monthly event grew and in less than three years has become a fully operational association with a membership in excess of fifty consultants and professionals.

"The Experion Group's name was selected because it underlines the experience aspect of the association members," says Rick Shaw, the President of the association. Experience is a key feature and ingredient of this young professional association, which as its motto declares "experience producing value" to further highlight that these consultants are committed to bringing value to their clients.

Robert Graham, the founder says: "When we started with these informal executives lunches, I never thought we would be a full fledged association." The speed with which the association has grown indicates a real growing need in the business community for independent, seasoned and experienced consultants outside the traditional big five management consulting companies.

With much more need for separation between auditing and accounting services vs. true independent consulting services, the Experion formula is prospering. "The large firms will tend to favor the large consulting companies but

the mid-size firms are searching for better value" says Florian Meyer, President of FBDC, a consulting firm specializing in the financial area.

Over the last three years, many of the leading consulting and consulting/auditing firms have merged together, split and/or even changed their names to further offer clients a better profile of services and most importantly - independence.

Hugh Latif, a member of the Experion Executive board in charge of marketing and principal of his own management consulting practice says that today's clients want the experience and practical know-how of consultants but do not want to pay for the high overheads and the army of junior consultants that show-up once the contract has been signed. "When a customer likes a certain consultant, they want him/her on the assignment and not a group of young MBA graduates showing-up to do the job."

Experion consultants cover a very comprehensive range of expertise that includes sales, marketing, strategy, finance, operations, IT, HR, legal, M&A, purchasing, real estate and even interior design. As to the industries, the members cover all sectors of the economy, including the new and old one.

Unlike other consulting associations, the Experion Group does not charge members any commissions for their referrals. There is only one nominal annual association fee to cover the cost of the website, some administration and

event planning. Members are encouraged to negotiate their own fees between themselves. "This further keeps the cost to the client down and maintains the association's independence" says Larry Rudner, head of a financial consulting firm in Toronto.

The Experion Group meets the first Wednesday of every month (except July, August and December) at noon for a networking lunch at the University Club of Toronto. "At every meeting, a speaker is retained, usually covering a subject of interest to the membership and with applications for their clients" reports Marney Kaye, a member of the executive committee and a Marketing and Communication consultant.

Does the world need a new candy bar? Probably not. Does Toronto need another consulting company?

While one may be tempted to say "no", the fact that such a humble beginning can achieve so many milestones in such a short period of time would indicate that business people still need expert advice and counsel.

Harish Chauhan, principal of XRARE, a member of Experion says with a smile: "We bring unique value, true independence and proven high ethics. That's why we have been so successful."

Hugh may be contacted at www.hughlatif.com or at hlatif01@aol.com



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Paul Litwack, CHRP
Agorex Inc.

Nix Negativity Now!

by Paul Litwack

It's everywhere!! Negativity breeds negativity and on it goes. What can you do about someone or something soooo... negative - *all the time?* Good news - it is possible to climb out of the depths of despair; And it takes very little to manage, even *significantly reduce* the negativity!

Where does all this negativity come from? An obvious answer: from negative people and negative situations. A less obvious answer: from *each of us!* How?

Once we see our own role in creating, allowing or promoting the element(s) of negativity, then we can recognize our significant built-in power to reduce - even eliminate it.

A key focus to putting a "C.A.P." on negativity (so you can start to directly nix it!) is to recognize when ... *YOU*:

Create an environment for negativity to exist. Yes . . . negativity does indeed breed more negativity - until stopped! **Coaching tip: Regardless of perceived 'good' or 'bad' situations, it is wise to continuously seek balance.**

How to successfully apply this tip: do express your "realistic" views - now, consistently with a healthy dose of optimism.

Allow existing or emerging negativity to have a significant and personal impact.. **Coaching tip: Continuously build better 'next times' (for yourself and for others) by saying "When the time is right, I have a relevant suggestion/idea/solution to share on this."** How to successfully apply this tip: Ensure less negativity-related activity goes unanswered and/or unchallenged. Research shows that unchecked negativity is increasingly believed at face value - whether *it is valid, true, honest - or not!*

Only a rare breed would admit to actually **promoting** negativity. Yet often we, *unknowingly*, do actually help increase the negativity! **Coaching tip:** Consider the impact you make on others when imposing expectations (often that you wouldn't accept on yourself!) Coaching Case Study: Senior managers left work early to avoid a severe storm - and told their support staff to remain in the office. I learned later that their usually highly productive staff completed no further work that day. And the resulting negativity and "bad will" continued for weeks - even though the managers later apologized.

Summary: Perceptions regarding our approaches, our thinking and our actions DO have a significant impact on the negativity in us and

in the reactions from others. Since negativity is manageable, a good start is to recognize *your own* role in **Creating, Allowing or Promoting** it - to put a C.A.P. on negativity - *wherever you find it!*

Paul may be reached at www.agorex.com or at www.the-coach.com.



"Quit thinking that you must halt before the barrier of inner **negativity**. You need not. You can crash through... whatever we see a negative state, that is where we can destroy it. "

- Vernon Howard



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Member Listing

- **Arexan Technologies**
- **Aspinall & Associates**
- **BDO Dunwoody LLP**
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- **Corporate Partners International Inc.**
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- **Danforth Marketing**
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- **Dawn Solutions**
- **e-bitda** - www.e-bitda.com
- **EnPower Technologies Inc.**
www.enpowergroup.com
- **Family Legacy International Inc.**
- **Financial Business Development Corp.**
- **Finch & Associates**
www.seniorconsultants.ca
- **Graham Financial Corporation**
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www.hughlatif.com
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- **International Organization for Entrepreneurs** - www.ioe.org
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- **Proactive Business Solutions Inc.**
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- **Process Design Works**
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- **Robert Fabian Associates**
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- **ST Associates**
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