



BSG International_{LLC}

Presents

Qualities of Excellence[©] Building Business Infrastructure For The 21st Century



THE SCHOOL OF
APPLIED BUSINESS SCIENCE
FOUNDATIONAL ARTS

SALES KIT

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www.bsg-international.com & www.schoolofabs.com

Change is now, but ever processing

-Bruce Snell

Quality Will Show You the Most Excellent Way

"Quality is patient, quality is kind. It does not envy, it does not boast, it is not proud. It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Quality does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Quality never fails"

(Modified passage from 1 Corinthians 13:4-8a, NIV)

www.BSG-International.com
www.SchoolofABS.com

Organization Development Programs

Process/Systems Knowledge

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BSG INTERNATIONAL EXECUTIVE SUMMARY

BSG International takes a holistic approach to process/systems knowledge. Through class room and curriculum study, an awareness of operational processes is trained, developed and then applied.

Knowledge is power and in the hand of a organization's employees, this power is the driving force to operating as a uniform body or organism, with the organization's standards and vision as the primary goal.

Introduction to BSG International

BSG International provides the external expertise to provide educational and training programs specifically designed to enhance your organization's competitive advantages and deliver more profits through the development or enhancement of a quality culture.

We recognize that there may have been, or is currently, training programs or templates that your company has invested in, but the BSG International program is evolutionary by nature. We integrate with, and improve on, past training and organization strategic initiatives while focusing on the improvement of the core competencies required in order to be prosperous.

BSG International's full-line of programs will provide personal, process and professional development skills. The outcome is an organization capable of cost reduction through an improved quality culture that promotes employee continuity and growth opportunities.

Our development platforms are listed as follows; **Curriculum, Team, Team Member, Leadership and Executive**. The Pathways of interaction and implementation are flexible depending on your organization's education/training infrastructure.

After many years of organizational systems and process assessment, our conclusion is that the organization's desire for quality is distracted by 4 primary barriers to quality. They are:

1. Fear of expression and/or action
2. Lack of communication verbal and/or written
3. Lack of written procedure
4. Lack of a formalized training program

Often times, the mentor or "agents of change" you are seeking is/are already present in your organization, so a portion of our role would be to develop your organization's program for excellence together.

BSG INTERNATIONAL PHILOSOPHY

Our system of thinking believes that the essence of value for any business is its employees. Ninety-nine percent of any employee-base consists of good people who have the inclination to do good or what is right. This belief includes the management, leadership and the "front-line" workers alike.

The workforce already possesses the fortitude and moral strength to produce any piece of assigned work, regardless of the demands of labor. For the worker to meet these demands, the employer must furnish the means of support training, process implementation and accountability. The worker is only as good as the education/training.

Management must provide the necessary training in a strategically planned manner. For an employee to have an impact on the organization's perception to the surrounding business world, that employee must first go through a process of self realization, job task understanding, co-dependency and teamwork awareness, and product advancement. This personal awareness will afford the worker the opportunity to impact the whole organization and to experience personal professional growth as well.

The twenty-first century will demand a solid foundation for continuance and growth of business. We call this foundation the BaseValues® concept. This foundation of principles and rules determines conduct and habit, which in turn affects the employees common welfare. There must be a systematic approach to the elimination of the 4 Barriers and this demand can be met by the Applied Business Science®, or "ABS", curriculum.

The 4 Barriers, not individual employees, are responsible for process inefficiencies and conditions that create stress on workers. Management's responsibility is to identify and define services and processes, communicate that information to staff, and organize training and the monitoring of that training among staff. This must be coupled with an unconditional support from administration and the organization's leadership.

BSG INTERNATIONAL HISTORY AND EXPERIENCES

Spanning more than 20 years, BSG International consulting services has developed and successfully implemented programs that produced results far beyond customer expectations. The curriculum was tested and improved in actual working conditions prior to market introduction.

We have accumulated in excess of 40,000 hours of research, development and implementation to outline our program. Our success has been used in a wide variety of businesses and markets including government and education, warehousing and distribution, and services and manufacturing. The communication and process skills acquired by the participants in our curriculum provide transferable application at work as well as home.

BSG International has launched a truly unique full line education/training program, made possible by the Base Work Center® concept. This concept encompasses every job, process, step, procedure and department that can be managed, planned, scheduled, monitored and held accountable.

The training is delivered while your organization is in operation; it is managed change. BSG International clarifies and reinforces the values and ethics of a better organization to promote local, state, regional, and in some cases, national service impact. The result is open and honest communication and objective systems accountability and measurements. It encourages the professional development of employees supported by a corporate culture that emphasizes quality as its core competency. BSG International's goal is to provide the most return for the educational dollar invested. We focus on the application of the process instead of theoretical best practices so managers will quickly see the impact of training.

The end result of our integration with your company is employees are better equipped to perform in today's challenging, diverse, and ever-evolving work environment. It also prepares managers and supervisors to more objectively measure performance using proven techniques that build organizational team work, understanding, and therefore profitability!

The curriculum is tailored to the organizational needs and budgeting goals.

BSG INTERNATIONAL APPLIED BUSINESS SCIENCE®

In our Applied Business Science® program, BSG International provides training and educational programs specific to building the implementation tools needed to address employees abilities to Manage, Plan, Schedule and Monitor (MPSM). These skills are transferable and universal to the organization, regardless of department or job duties.

The predictable results from our Applied Business Science® is that as the organization evolves, the culture change reflects the acquisition of improved awareness of quality and process efficiency. The skills addressed in Applied Business Science®

- 1) Quality Culture
- 2) The 4 Barriers To Quality Awareness and Application
- 3) Formalization of the organization structure
- 4) The systems to manage, plan, schedule and monitor (MPSM®) agreed upon systems
- 5) Preventive and Correctional skills
- 6) Analytical skills
- 7) Personal, Process and Professional continuance and growth
- 8) Intinuous (Intentional/Continuous) Improvement of operations via employees/team members

3 PHASES OF DEVELOPMENT

As the directives unfold, events and actions will surface in key areas of organizational evolvment.

- 1) **Personal Development:** The good and marginal habits of self, organization and co-workers are discovered with a course of action.
- 2) **Professional Development:** Transferable skills that apply job specific, become the hard assets and soft skills to the organization
- 3) **Process Development:** As processes are developed, systems are defined showing organizational opportunities through individual team members

EDUCATION AND TRAINING AVAILABLE

Class Training Options: The curriculum is advanced as required within your organization's time frame to achieve its operational and strategic goals.

- 1) The Curriculum
 - a) Classes, seven (7) plus years available
 - b) Over 40 seminars and Workshops
 - c) New Employee orientation "as needed"

- 2) Teaching/training models
 - a) Train-the-Trainer, new trainees orientation
 - b) Available by distance learning
 - i) Online or web based

Class Training Implementation: The pace of implementation is structured specifically to maximize your organization's ability to absorb and implement the training outcomes, while maintaining its level of productivity. All classes, seminars and workshops are related with a common thread and accountability.

1. Formalization of educational and training directives
2. Demands of change influenced by your customers, suppliers and competition
3. Adjustment by new employees demands, expansion, acquisition and growth

Curriculum Advances: BSG International's experience gives a starting point with a defined path which takes into account your educational efforts and operational requirements.

Past: Educational efforts and expenses advantages

Present: Current events and efforts integration

Projected: Operational and implementation concerns

Processed: MPSM (**M**anage, **P**lan, **S**chedule and **M**onitor) of educational activities to hold accountable milestones of personal, professional and process development

Organizational Benefit: As the personal development is being enjoyed, professionalism evolves. The organizational training directives and vision strategies are realized by the organization, as true value. These leadership foundational skills promotes a quality culture. All the organization is brought together with an awareness of the same goals and path providing single-minded focus.

BSG INTERNATIONAL AND ORGANIZATION PARTNERSHIP

The Support for Operations: The education/training must fit the skill set needed and/or required by operations to accomplish the organization's goals. BSG International provides the mechanisms and processes for a successful implementation. Employees Manage, Plan, Schedule and Monitor the implementation of "job specific" systems. A QualityCulture® is learned and shared by all employees. This "methodology" brings together co-workers and other department's awareness of the value of cooperation, for the benefit of the organization's goals.

Maximizing Training Benefit: BSG International has the ability to work with any training budget issues for planning and providing a curriculum addressing short fall budget concerns.

1. **Past:** Getting current value for efforts and dollars spent
2. **Present:** Addressing current organizational concerns
3. **Projected:** Proactive direction with curriculum
4. **Processed:** MPSM© existing values and blending with present and projected needs.

BSG International Involvement: BSG International has gained experience through actual involvement developing structured curriculum to blend with an organization's abilities and operational function.

1. Flexible with existing budget constraints and objectives
2. Starting points need specific:
 - a. Formalization of need
 - b. BSG International Coordinators as needed
 - c. Educational training of training leadership
 - d. On-site and multi-site capabilities
 - e. The turn-key distance learning infrastructures
 - f. School of Applied Business Science
 - g. BaseWork Systems

Flexibility: BSG International has flexibility in delivering and content with aggressive pricing:

1. Computer based video streaming
2. On-site and computer blending of educational training classes
3. Utilization of existing educational training efforts
4. BSG is structured to meet the training needs of any size organization.

Education/Training "Turn Key Solutions"

- Are job specific, organization wide curriculum
- At a fraction of the cost, becomes your educational assets
- No long implementation period, Online and starting class next day ready
- Online is secure, encrypted, backed up and in multiple locations

BSG INTERNATIONAL'S ORGANIZATIONAL DEVELOPMENT PLATFORMS

BSG International provides a holistic approach to process/systems knowledge. Listed below are organizational development platforms structured to equip organizations with the essential implementation for quality through organizational and process structuring, education, training and outreach.

Curriculum: BaseWork Systems® and the Applied Business Science Leadership® are comprehensive training systems strategically structured to evolve the organization's quality and product services to meet the ever-changing demands of their customer. This is accomplished through the use of video streaming, interactive team member handbooks, and *Breaking Through the 4 Barriers to Quality*, authored by Bruce Snell

Team: Each and every employee is considered part of the "team". The team will collectively work through critical pathways to develop, enhance, and eventually maintain personal, professional and process awareness. At the core of this awareness is BaseValues®. BaseValues® are the fundamental principles and values that drive a person's behavior. The team will be trained on how to demonstrate and monitor these BaseValues® in their area or division. The BaseValues® are structured around two rules of behavior:

1. Do what is morally and ethically correct
2. Treat others like you want to be treated

This training focuses on 5 main areas of proficiency:

- **Team Meetings:** How to develop as a team player
- **Problem Solving:** The four problem solving processes
- **Task Team:** Focused, team-diversified strategic implementations
- **Process/Systems:** The BaseWork Center Assessment®, a meticulous systems assessment with identification of improvement opportunities
- **Training and cross-training** team members: Carryover and teaching skill development

Leadership: The training leadership (or TL) is, in effect, the organization's mentors or "agents of change". These employees master the "five areas of proficiency" through a closely monitored series of organizational systems application. The skills gained through this application are used to retrain the team members in their specific areas of expertise and control. The evolution of this training in the front line, supervisory, and managerial staff will provide a wealth of creativity and perceived job-task ownership that will strengthen the organization and better position it for growth and/or expansion in the future. The opportunity to lead is available and encouraged for all team members.

Executive: An executive-exclusive level of continuing education provides the organization's executive leadership with curriculum in six areas of skill development:

- Quality awareness: seeing the organization through the 4 barriers to quality awareness
- Quality infrastructure: organizational structures
- Process and systems development: formalizing agreement of process creating the organization's systems
- Preventive and corrective actions: Proactive intervention
- Analytical skills: Data-based versus emotional-based decision making and reasoning
- Personal leadership skills: Personal and professional growth

SCHOOL OF APPLIED BUSINESS SCIENCE

BSG International offers an Applied Business Science certification through Colorado State University for organizations looking for further credentialing or employee training. This credentialing also serves as a great networking and outreach opportunity for an organization's customers, partners, and suppliers.

AWARENESS CENTER

The Awareness Center applies the above listed platforms to state, government and community-based organizations including K-12 education, churches, clubs and other public places of need.

This program also allows for participation through selective scholarships (complements of BSG International) based upon the proven financial needs of the organization and/or individual.

BSG INTERNATIONAL ORGANIZATION DEVELOPMENT PATHWAYS

Now that the development platforms have been established, we would like to review the pathways of implementation.

The pathways listed below are foundational with flexibilities depending on your organizations' needs. The pathways can stand alone or be combined to meet your organizations' personal needs.

On-site of your organization: A BSG International Coordination on site of your organization either full day or half day. Depending on your existing educational infrastructure and employee count.

Off-site of your organization: BSG International can provide classes, seminars and retreats.

Online with your organization: Education/Training through computer based training. The webcast can be from School of Applied Business Science or downloaded onto your organization's network.

BSG International Online Teach, Reach, Transform

I would like to introduce a straight forward Business Solution called BSG International Online. The BSG International Online system partners education/training curriculum with an Online management system.

BSG International: School of Applied Business Science - Foundational Arts

BSG International Class Curriculum Provision:

BaseWork Systems, ABS Leadership Foundational Skills and Best Practices of a Quality Organization provide total classroom and curriculum set, which includes:

- **Presentations**
Including video, audio, slides web pages
- **Files**
Upload and attach type file to lesson
- **Assignment**
Your organization's needs
- **Test**
Auto grading test with true or false and multiple choice questions.
Randomization, question pooling, time delivery, feedback features, and essay's.
- **Certificates**
Customized certificate that is generated for each student that passes the course

BSG International Online delivers the curriculum/courses, your organization has virtually unlimited flexibility for delivering your content.

- **Registration**
Students can self-register or you can register them. If you want to charge a fee, we offer credit card processing
- **Availability**
You determine what content is available and when. Limits and tracking can be setup for any element
- **Notification**
Receive automatic notification of registration and element completion or course completion
- **Completion**
You set the criteria for course completion based on content or schedule
- **Tracking**
Real time reports on class and students

BSG International Online additional uses; developing your organization's expertise

- Develop your own instructors
- Organizational communications, meetings, production/service update
- Technical procedures capture
- Customer and Supplier broadcast
- Capture an event/action with documentation – retrain others
- Get the fullness of talent, skills while you capture and preserve

Continuing Education: Education incentives

- Career advancement through continuing education
- Help with establishing education/pay raise platforms
- As you learn, you and your organization grow

BSG International Online Requirement

- **System Requirements:**
A Windows PC (XP or greater) or Mac OSX with 512 Mhz processor, 1GB Ram and an internet browser (IE6 or higher, Firefox, Safari or Chrome) *IE6 is not recommended for instructors.*
- **Network Requirements:**
To manage or view video presentations a broadband connection with 768kbps or greater download and 256kbps upload is required.
- **Is it Secure?**
BSG International Online maintains the highest security standards. Your sensitive data is encrypted and backed up in multiple locations.
- **Budget Costing** - Establish your organization's educational and training budget.

Costing Worksheet

The School of Applied Business Science education and training systems are offered through 2 pathways of distribution: On-site and Online.

1. Choose a curriculum
2. Select On-Site or Online base cost
3. Factor your employee charge and add together to get your monthly cost.

*For Online clients, a one-time fee applies.

School of Applied Business Science Online (Foundational Online offer)

Cost/Price	Monthly Base	Additional Employee Cost	Notes
1.1 Student	\$45.00	NA	Per student
1.2 Small Business	\$90.00	45.00	Include 2 employees
1.3 Business	\$250.00	10.00	+ Additional employee cost

Coordinator On Site (If needed the cost will include the Monthly Base plus prices below)

Cost/Price	Monthly Base	Notes
2.1 Full Day	\$850.00	Train the Trainer (TL)
2.2 Half Day	\$500.00	Train the Trainer (TL)
2.3 Hourly	N/A	\$150.00 Per hour and expenses
2.4 Workshops	(See above)	(see above)

One-Time Online Set Up Fee

For your own site (optional)	\$400.00 per site
Training leadership (recommended 18% of workforce)	\$45.00 each
Per additional employee access fee	\$45.00 each

Notes :

- BSG International can provide turn-key educational and training infrastructures
- Written material extra – BSG International Library
- On-Site base cost could include travel expenses
- When On-Site base cost are combined with Online, only the one-time set up fee applies
- Above factors rest on your educational infrastructures
- Most series are for a 26 month interim unless otherwise noted
- Hourly consulting rate does not include added expenses

For more detailed information please go to www.BSG-International.com or www.Schoolofabs.com and review our Sales Kit. You can also email us at sales@4btq.com

HOW WE CAN HELP

BSG International would like to be your education/training partner. We have listed below a few options that can be used either alone or in combination to address your training and operational needs. **BSG International would like to meet with the leadership of your organization to discuss the following options.**

Option 1: The introduction of the 4 Barriers To Quality Awareness: Leadership, education training personnel, management/supervisor, non-management, support staff. Review with operational leadership, including field/service, maintenance, production warehouse/shipping and receiving, and inventory/staging. The order/request support/processing of our product/service

Option 2: The assessment of the organizational concerns

Option 3: Introduction to the Applied Business Science© Curriculum

- Seminars
- Workshops
- Class/Training

Option 4: Introduction by specific use

- Management systems
- Non-management systems
- Internship for future leaders and employee retention programs
- Structured continuous educational classes

Option 5: The assessment of the existing education/training programs

- Benefitting from skills and systems already in place
- BaseWork Systems as a management system for existing education/training

Option 6: Strategic Planning for Educational Training strategies to maximize the following:

- MPSM past, present and projected strategies from implementation to realization

Option 7: BSG International: BSG is capable of providing curriculum to support both short and long term needs

Option 8: Starting your own **School of Applied Business Science©** with Continuing Educational Units (CEUs)

- BaseWork Systems Program

Contact Information

BSG International
149 NW Columbia Court, Chapin, SC 29036
(803) 345-1700
info@4btq.com

The following are suggested applications of BSG International

<p>Growth Organizations</p>	<p>For organizations that are experiencing a 15-30% annual growth • To build for continuance (today) and growth (tomorrow).</p>
<p>Organization Development for Continuance and Growth</p>	<p>For organizations that are experiencing 1-14% growth and are challenged to get to the next level. Model for expansion.</p>
<p>Organization Expansion Acquisitions Venture Capital Investor</p>	<p>Start ups • Pre-Acquisitions review • Acquisitions • Selling/Transition • Review of existing systems • Review of existing organizations that are in your asset management. Sound growth accountable.</p>
<p>Private, Public, Profit and/or Non-Profit Organizations</p>	<p>Review of existing systems • Leadership Succession • System Accountable • Growth/Expansion with expertise from within.</p>
<p>Executive Level Education/Training</p>	<p>Develop new leadership and the organization's Management Systems • Leadership with a system for Intinuous Improvement.</p>
<p>Graduate Level Education/Training Transferable Foundational Skills</p>	<p>The how to "Leadership Foundational Skills" with application through Applied Business Science[®] Awareness Centers[®].</p>
<p>Family Owned Organizations</p>	<p>Start ups • Pre-Acquisitions Audit • Acquisitions • Review of existing systems in your organization • Succession of ownership/leadership • Family heirs.</p>

**ENDORSEMENTS OF *BREAKING THROUGH THE 4 BARRIERS TO
QUALITY*
AND BRUCE SNELL**

“Often overlooked in the ‘do more and do it faster’ business world that we live in today are two fundamental principles: 1. Perform your job to the best of your abilities and 2. Treat others as you would like to be treated. In *The 4 Barriers To Quality*, Mr. Snell lays the framework for creating a culture in the workplace that embodies these two virtues. He does this by emphasizing the importance of having a sound infrastructure where information is constantly being obtained, interpreted, communicated and formally trained in an environment that is open and responsive to feedback. This book is a quick and easy read filled with practical steps that will transform the way your organization does business.”

—Matthew H. Frick, MS, OTR/L, CWCE
*Director of Business Development
The Moore Orthopaedic Clinic, PA*

“Finally, someone has taken time to figure out the detailed process of implementing quality in American business. Bruce Snell is leading the crusade for quality in America.”

—Nick Anderson
*Executive Director, Mesa Research Institute & Adjunct Professor
University of Southern California*

“If you’re looking for a solution to your Quality woes – stop here! This book is all you need. Bruce Snell has created one of the most innovative and practical approaches to achieving performance and product excellence. Whether you’re a small town business or global market competitor, you can “do it better” by following Bruce’s ingenious process.”

—Victor Wright
Performance Excellence Functional Learning Lead, Raytheon & Online Faculty, Chapman University, Organizational Leadership Department

**BSG INTERNATIONAL & ASSOCIATES
PARTIAL CLIENT LIST**

Abbott Diagnostics Labs	Hewlett Packard	PPG - Industries
Allied Signal	Hoffman - LaRoche	S.C. Dept of Education
Baker Commodities	Hughes Aircraft	S.I.I.A.
Bell Telephone of Canada	IBM Corporation (Boulder CO)	Seagate Technology
Boeing Company	Kao Information Systems	Solution Services
Bridgestone / Firestone	Kelley Air Force Base	Stryker
Coca-Cola U.S.A.	L.V. Chamber of Commerce	The City of Grand Junction CO
Colorado State University	Lucent Technologies	The City of Greenville SC
Delphi Automotive (GM)	Malcolm X University	Truss Link
Diners Club	Martin Sprocket	U.S. Steel
Eastman Kodak Company	Moore Orthopaedics	U.S. Food and Drug Admin.
Ems Direct	NAPUS	U.S. Army Yuma Proving Ground
Front Range Community College	Ohmeda Health	United Parcel Service
Governors State University	Paccar - Kenworth	University of Illinois
Harbert Lumber	PBS Business Channel	Unified Technical Education Campus
Harrell & Associates	Poma of America	Xerox Corporation