

Third Eye Management Company Profile



turning *good little businesses* into **great businesses**



turning good little businesses into great businesses

Third Eye Management & Marketing Inc.
3530 Zanzibar Way Naples Florida 34119 USA

Telephone + 1 239 254 0458

Email Info@thirdeyemanagement.com

www.thirdeyemanagement.com

Third Eye Management

ABOUT THIRD EYE MANAGEMENT

Third Eye Management works with business owners to achieve their dream by helping them turn their '*good little business*' into a **great business!** Founded in England in 1988 and now headquartered in Naples, Florida, USA - with offices in Atlanta, Georgia and London, England – together with a network of 5,000 associates in 22 countries around the globe, we are all united by the vision of 'thinking global and acting local'.

Third Eye Management is committed to offering the highest quality advice and training across specialist areas of business management, marketing and communications for its clients. We achieve this through our personal commitment to excellence and our ability to listen, involve and harness the experience and skills of all parties, to arrive at the best possible solutions.

We aim to impress our clients with our professionalism, to build close long-term relationships, treating each assignment as the ultimate challenge. We draw satisfaction from the quality of the work we deliver and we support the philosophies of skill transfer and empowerment, enjoying the success and benefits they create.

We are sensitive to our clients' point of view and never forget that they employ us for our expertise – which we must ensure we communicate and deliver with confidence.

MANTRA

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PRODUCTS & SERVICES

- Building and launching new business units and services.
- Identifying and capturing profitable market share.
- Developing and executing strategies for the creation and capture of shareholder and customer value.
- Improving competitive differentiation and positioning.
- Developing new customer facing strategies.
- Accelerating growth through innovation, new market entry or new product/service development.
- Supporting pre and post deal activities including mergers and acquisitions, market and commercial due diligence.
- Helping clients to design their business effectively including restructuring through external transactions, joint ventures and outsourcing.
- Developing client personnel and management via coaching and mentoring.

BENEFITS

- ✓ Personal attention with 'hands on' assistance providing practical advice that works.
- ✓ Access to international resources and expertise – 5,000 professionals in 22 countries.
- ✓ Custom solution balancing your current needs with your future goals – one size does not fit all.
- ✓ Third party objectivity.
- ✓ Proven track record of business experience and success – been there done that!
- ✓ Cost effective - fixed cost base with no hidden extras.
- ✓ **FREE** and confidential with no-obligation initial consultation to discuss your challenges.



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MENTORING & COACHING COURSES & SEMINARS

Coaching and Mentoring are well established techniques for providing highly effective support to individuals and teams. This form of intervention can be extremely time efficient and therefore invaluable for busy professionals.

Our coaching is designed to enable individuals to use and develop their skills and capabilities in ways that ensure long term gains rather than quick fix solutions. Traditional training courses raise awareness but Third Eye coaching turns awareness into action thereby enabling a real change in habits to occur. Our coaching is highly tailored, we adapt our approach to suit our clients' individual needs and incorporate accelerated learning techniques.

Mentoring adds experience-based advice and support for individuals facing changes or challenges. It's a non-judgmental approach designed to increase options or reach decisions. When important decisions need to be made, Mentors provide an invaluable "sounding board" away from the pressures created by other stakeholders. Third Eye Coaches are not only chosen for their skills and experience, they must also demonstrate exceptional empathy and integrity. How our professionals interact with our clients is more important than anything else. Our feedback consistently shows that clients notice the difference. We can create programs that will suit you:

- Face to face Coaching and Mentoring for individuals & teams
- Telephone only
- In working hours
- Outside working hours

The following courses are part of our Business Skills Seminars and are available to our clients through our Business Growth Training program.

- Accounting Towards Profit
- Advertising & Promotions
- Assertiveness
- Communicate for Profit
- Customer Care
- Direct Marketing
- Effective Management
- Franchising – The Way Forward
- Marketing Your Business
- More Profit Fast
- Negotiation Skills
- Personal Selling Skills
- Positive Purchasing
- Practical Marketing
- Style, Image & Body Language
- Time, Stress & Crisis Management
- Understanding Finance

All programs have been written and developed by Third Eye Management.



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WHAT SOME OF OUR CLIENTS ARE SAYING ABOUT US -

"Since the arrival of Third Eye we have increased our business by 30%, received a larger line of credit with a new banking institution and now have a clear vision on how to at least double our corporation's net worth in the next 18 months. For us, it's like having two experienced, six-figure salary CEO's on our staff."

Carl Velatini, President - R J Wire & Cable Company

"After just six weeks of working with our company I had no hesitation in inviting you (Karl) to join our Board as a non executive director. We all value your insight and the clear, honest and direct way in which you give us the benefit of your experience and advice. We now consider you an integral and valued part of the Sahara Cabinets management team."

Richard E. Sellars, President - Sahara Cabinets Inc.

"Style Matters International it has gone from strength to strength and much of that success has been due to Third Eye Management's assistance and input. You have an inherent and comprehensive understanding of my business and its needs."

Cheryl Lampard, Founder - Style Matters International.

"Our profit margin is higher than it has ever been; this I truly believe can be accredited to Karl and the team at Third Eye Management who are and continues to be a huge asset to my business."

Andrew Williams, President - Galena On The Fly Inc.

"I have seen the results first hand that they were able to achieve with some of their clients. [Clients name] I have to tell you its pretty awesome stuff. I don't take recommendations lightly, these guys are very good."

Joseph A. Ariola, Senior Vice President Commercial Lending - Key Bank

"Karl - entrepreneur personified!"

Michael K Lawson, author, Going for Growth - a guide for corporate strategy

"For your assertiveness, for 'holding my hand' as I've fought through life's problems and attempted to define my future. You are the best coach I have ever, ever had!"

Anna Kubit, President - Konsultar Corporation



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THE THIRD EYE MANAGEMENT TEAM

Karl M. Gibbons – President & CEO

PERSONAL PROFILE

A serial entrepreneur and creative and commercially adept individual with a wide range of business experience including operational roles within large multi-site organisations, consultancy for major corporate clients, not-for-profit organizations and managing own companies. Karl has a proven history of managing within environments that requires marketing, development and communications to improve performance, productivity and profit.

His management style is accurately summarised as;
'Very effective and considerate decision maker led by factual information but able to appreciate any emotional undercurrents. High level of control with notably well-developed leadership skills, preferring a participative team style but not dependent on them to make the decisions. Effective communicator and motivator with a balanced level of creativity. Not affected under stress. Confident, responsible, conscientious, assertive, relaxed, adaptive and flexible.'

Karl M. Gibbons is a member of the following organizations;

Fellow of the Institute of Directors - FInstD
Fellow of the Institute of Sales and Marketing Management - FInstSMM
Executive Associate of the Institute for Independent Business - EAInstIB
Executive Club member of The Greater Naples Chamber of Commerce
Naples Area Professional League of Executive Services Group (N.A.P.L.E.S.)

AWARDS

2004 Awarded SW Florida Junior Achievement – Presidents Award for;
'Outstanding service and contribution educating tomorrow's workforce and inspiring success'.

1998 Awarded Barclays Bank Plc. Customer of the Year.



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Adrian M Bevan – CFO

PERSONAL PROFILE

Adrian Bevan is the Chief Financial Officer of Third Eye Management, based at our Atlanta, Georgia office. Adrian, originally from the UK, has more than 25 years experience as a Senior Executive with private corporations in both Europe and the USA.

Before joining Third Eye Management Adrian was CFO of an IT consulting business where he used his experience with start-up ventures to grow the company (with fewer than 40 employees) from under \$2 million to more than \$30 million in revenues in six years. Adrian's experience includes 17 years with a leading international packaging group, Willett International, where he was Financial Director and Company Secretary, a role in which he was instrumental in establishing new subsidiaries organically throughout the world.

Adrian offers business and management advisory services with a focus on the small to medium sized business - typically 5 to 250 employees - where he provides practical hands-on help and advice to business owners who are without access to the resources and expertise typically available to CEOs of large corporations. Adrian's core competencies include Business Expansion Planning, Strategic Planning, Management Team Building, Company Start-ups, International Business Growth and Financial Reviews.

Adrian is an Executive Associate of the Institute for Independent Business and a member of the Greater North Fulton Chamber of Commerce Small Business Committee where he serves as a volunteer on two committees that promote learning and networking activities to Chamber members.

Adrian was educated at Harrow College (UK) where he studied as a Chartered Accountant before embarking on a career in London with a leading international accounting and consulting firm.



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