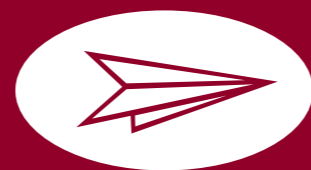


kinesis

WHAT, HOW, WHY

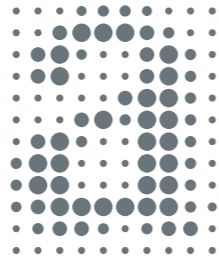
TRANSFORMATION



WHAT?

THE BACK STORY



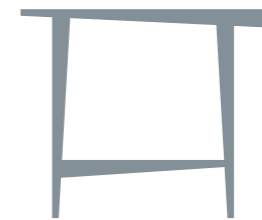
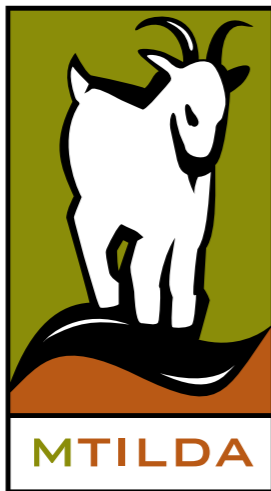


amfit®



TRESKE

PRECISION
MACHINING



eric
strong
furniture



VISTA
PATHOLOGY



SMART'S
PUBLISHING



Building Your Custom Home

Clarum Homes blends unsurpassed energy-efficient technology and sustainable building materials with homes that are gorgeously designed, healthy for occupants, and amazingly comfortable.



Leading the way in high-performance, custom homes

Transforming the way you live: Clarum builds energy-efficient homes and passive houses that are gorgeously designed, healthy for occupants, and amazingly comfortable. // [read more](#)

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We design and build custom homes with unsurpassed environmental consciousness and uncompromising style. We also renovate existing homes to the same enchanting and exacting standards.

Either way, your dream home awaits. With incredible

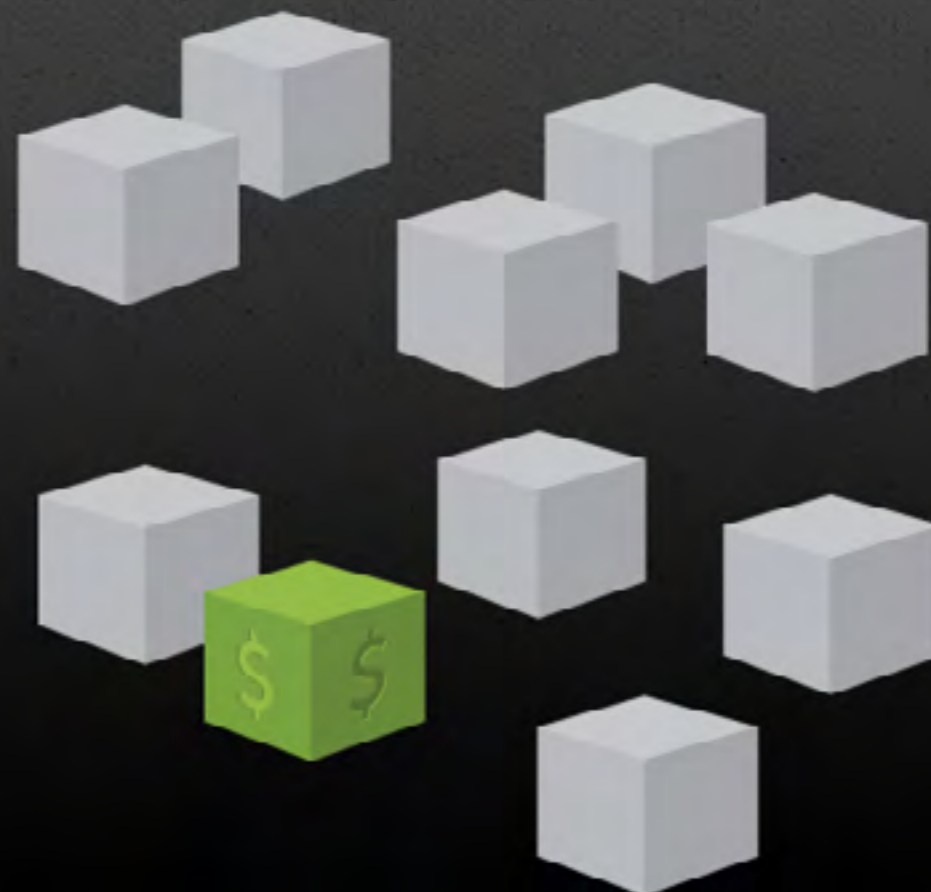
Passive Home

A passive house represents today's highest standards for smart energy use and conservation by virtually heating and cooling itself. It saves 90% of the energy of a typical house.

Clarum's Passive Homes are beautiful, healthy, and comfortable. We believe that your home should



Are you focusing on the **RIGHT 10%** of your product?



PROFIT



[LEARN MORE »](#)



About Perkins Consulting

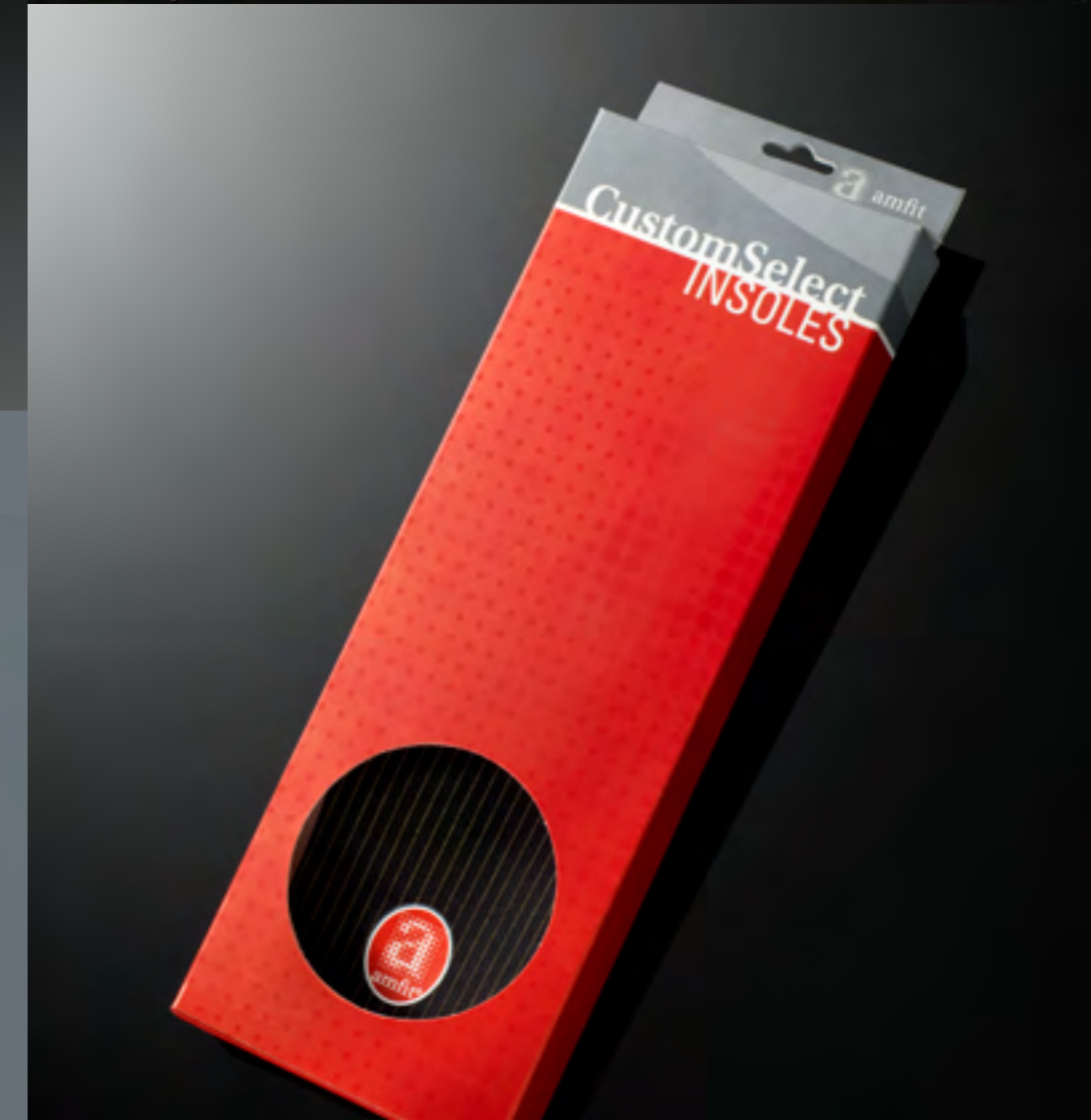
Perkins Consulting has been helping companies measure their performance for over 14 years. We have a wealth of experience in working with mid-market companies in the Pacific Northwest and Western regions. Our professionals offer a combination of deep

Achieve higher performance

Perkins Consulting's unique "Making information powerful" process lets your organization measure and leverage performance through information. Our approach does this by building trust and confidence in information, training people on information-rich

From The Blog

- › [Big Data drives continuous imp...](#)
Posted on Aug 16, 2012
- › [Low-cost improvements to manuf...](#)
Posted on Jul 18, 2012





TRANSFORMATION IN ACTION

Our Capabilities

- Precision Machining →
- Fabrication →
- Integration →
- Manufacturing Support →



Treske Precision Machining, Inc. is a provider of Precision Machined Parts, Welded Frames, and Integrated Assemblies. We utilize high quality, state of the art equipment and systems to meet the demands of today's rapidly changing manufacturing environment.

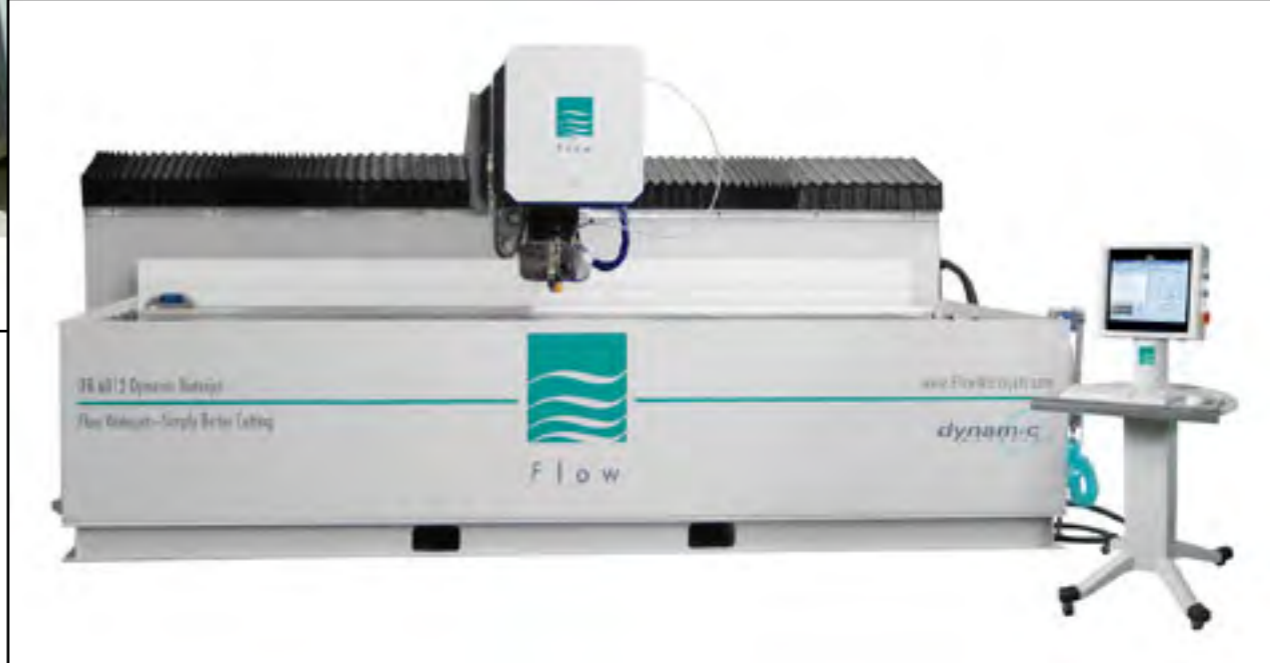
Our solutions driven approach toward earning customer partnerships has been the cornerstone of our business for more than 30 years.

We understand that superior Quality and On Time Delivery are basic expectations of any supplier. Our goal is to exceed expectations by developing efficient manufacturing methods and supply chain systems matched to the unique requirements of your company.

- About Treske
- Quality Assurance
- Job Opportunities
- Customer Login
- ISO 9001 Registered

Treske
Manufacturing Solutions

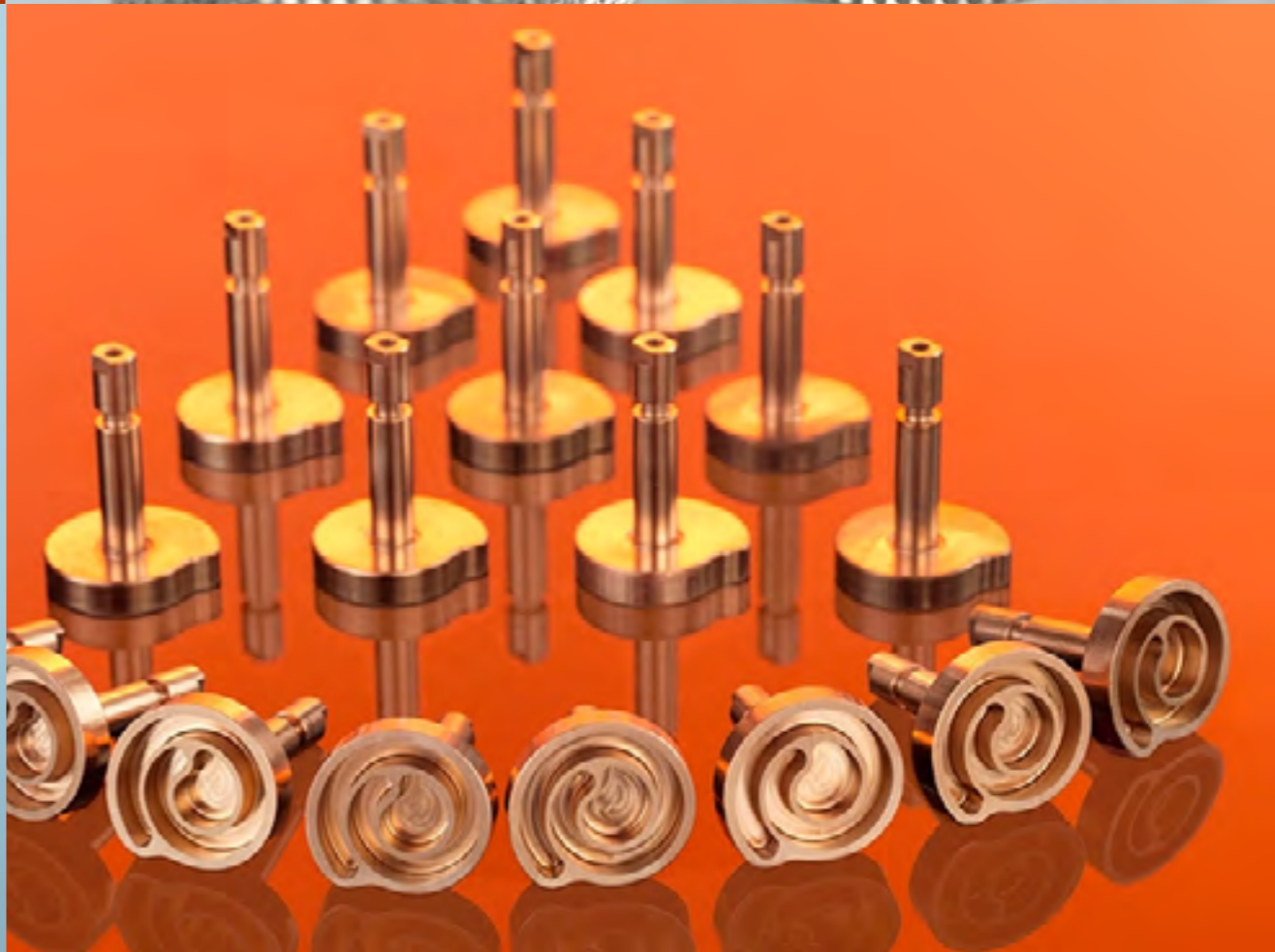
Manufacturing Solutions
that fit your Business Needs

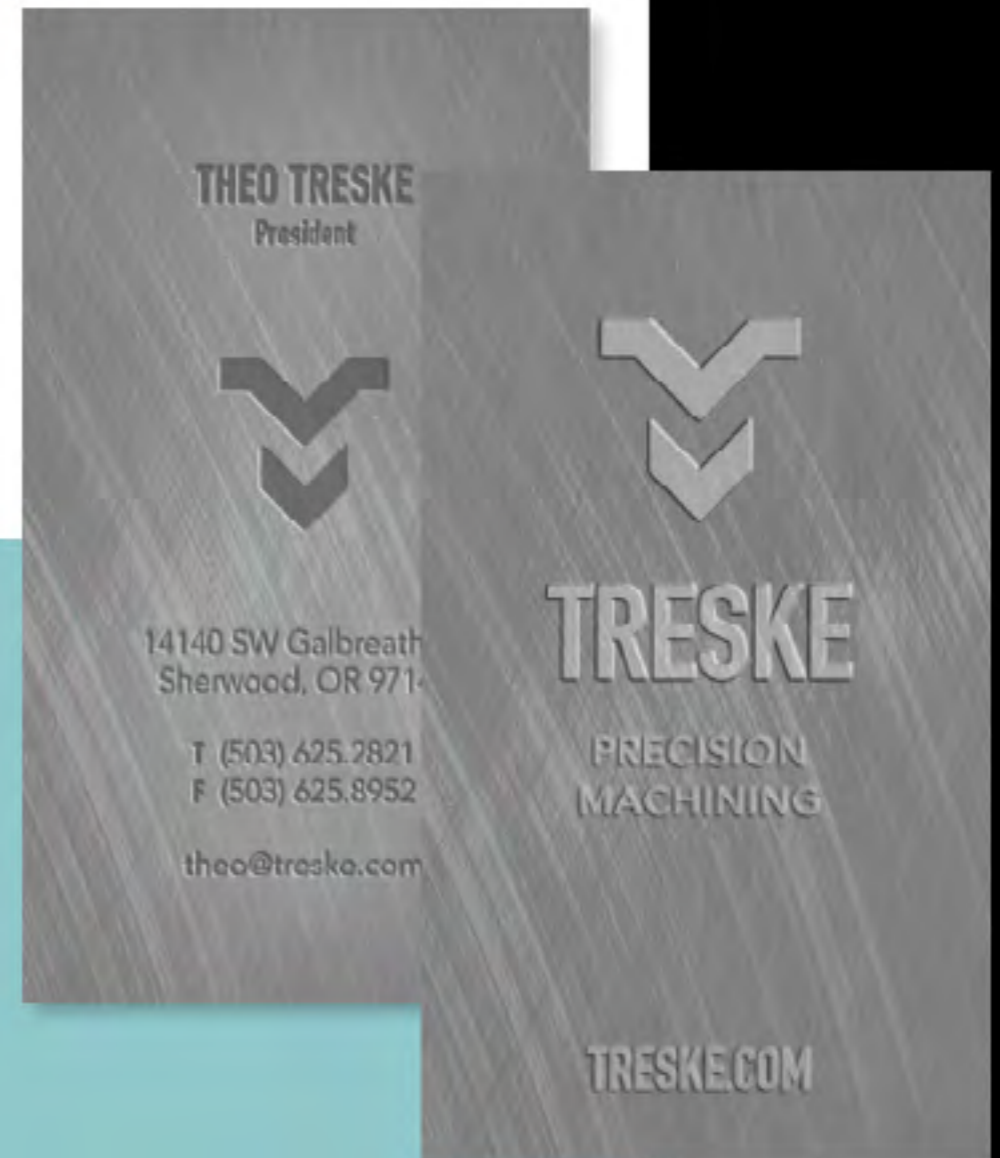


Before



After





Improve it

Say "No!" to status quo. At Treske, there's no such thing as "good enough" — each member of our team consistently looks for a better, faster, and more efficient way to deliver success.

LEARN MORE

CELL MANUFACTURING

Automated Precision

Robotically loaded CNC Machining Cells can dramatically lower the cost of manufacturing, while increasing quality and reliability. No longer are these savings reserved to high volume applications - the Treske Cell Systems allows you to realize these advantages in a low volume, high-mix environment.

LEARN MORE

INSIGHT PORTAL

Real-time project visibility and quality

Know the exact status of your part in real-time - straight from the factory floor! You can even adjust priorities online. This unique access can be configured to support a range of user needs with visibility of: Order Status, SPC Quality Data, RFQ Status, Value Engineering DFM Opportunities - all online, in real-time.

LEARN MORE

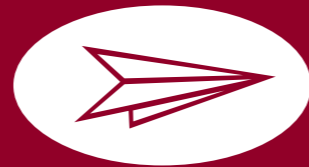
MANUFACTURING SOLUTIONS

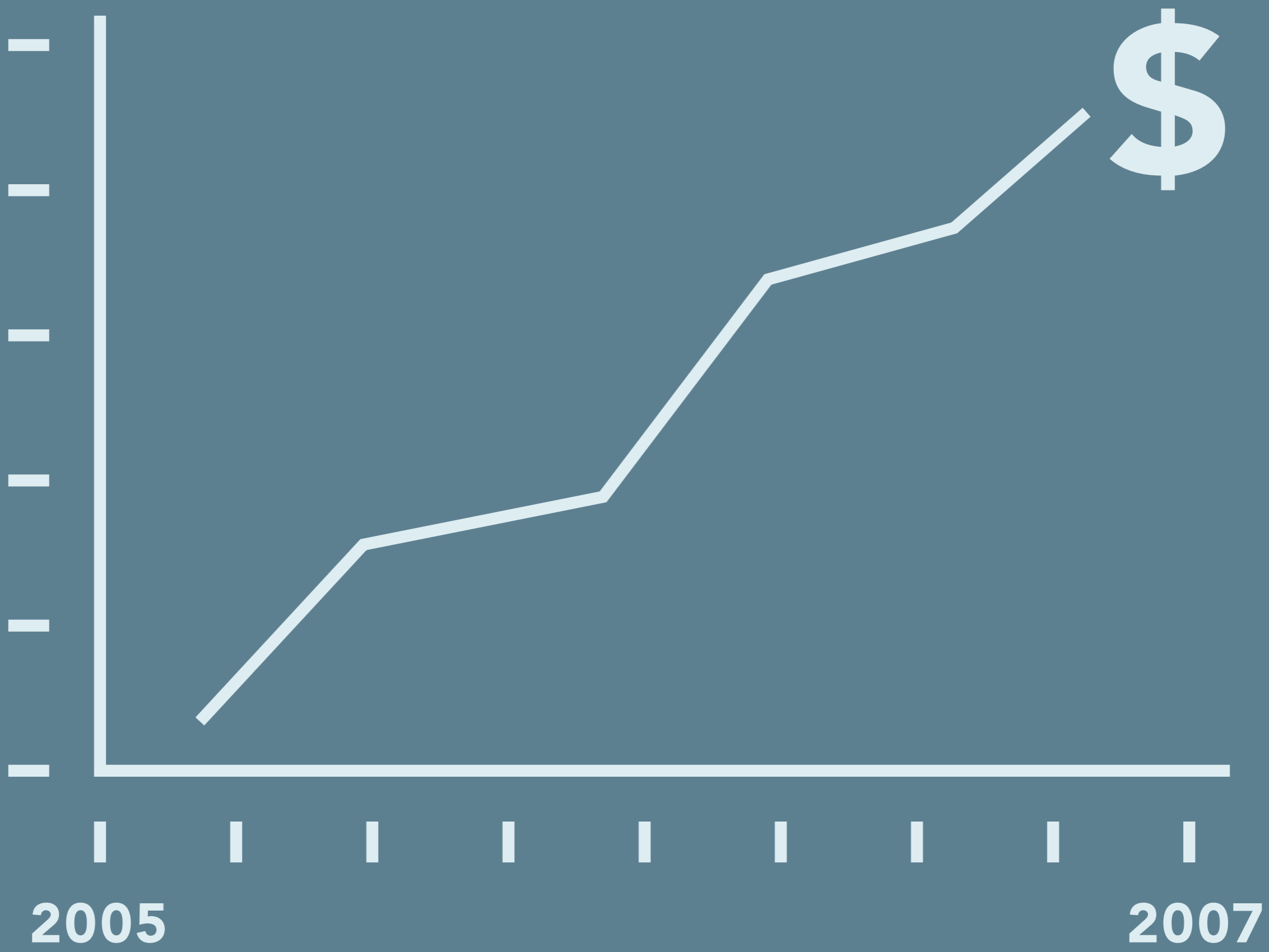
Going Beyond CNC

Our solutions driven approach to customer partnerships is built upon our core value of creating win-wins. For 35 years, Treske has helped customers strategically strengthen and innovate their supply chains.

LEARN MORE

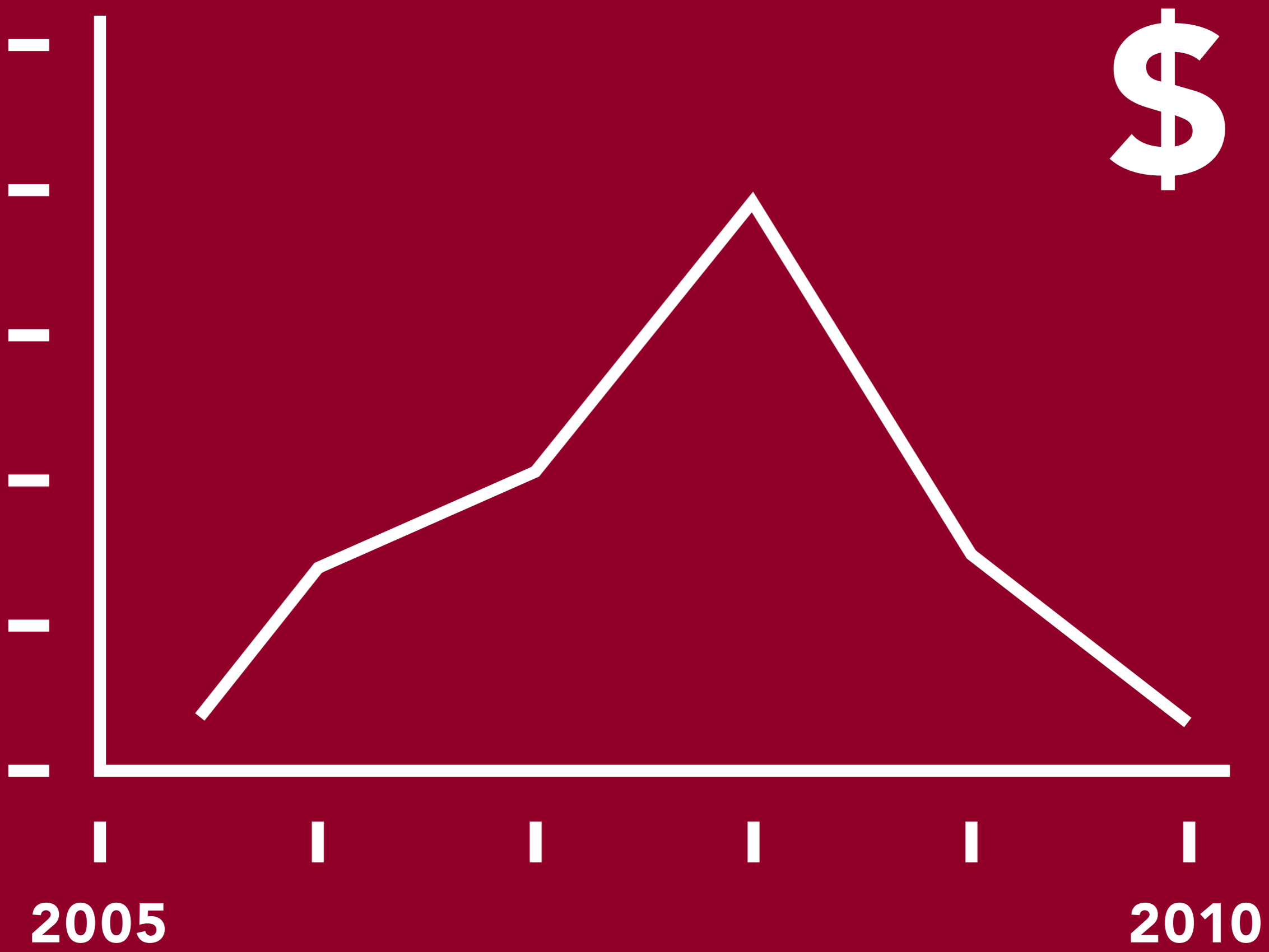
REVELATIONS







2008: THE NEW ECONOMY



MARKETING

THE STATE OF AFFAIRS

UNCERTAINTY





FRUSTRATION

WASTE



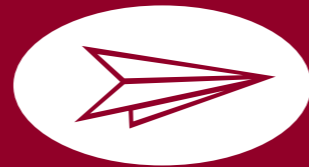


PLANNING?

! @ \$ #
Marketing!

WHY ISN'T MARKETING
WORKING?

RESOURCES



“Marketing Books”

992,006,000

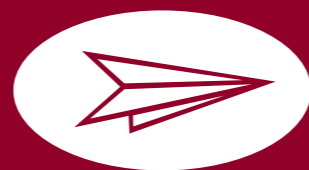
Google hits

546,791

Amazon.com Results



STRUCTURES



OPTION #1



DIY!

OPTION #2

HIRE!



OPTION #3



FREELANCERS!

OPTION #4



INTERNAL TEAM!

OPTION #5



AGENCIES!

OPTION #6

CONSULTANTS!



THE TROUBLE
WITH CHOICES...



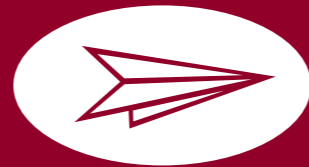
Christian Faur

THE TROUBLE
WITH MARKETING
STRUCTURES...



!@ \$ #

**(THE BELEAGUERED
CUSTOMER)**



**Please take
a number**



LIES

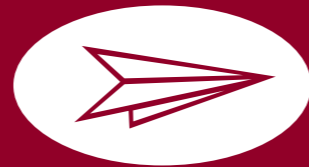
DAMN
LIES



...AND STATISTICS

3,000

ANSWERS



LET'S REDEFINE
MARKETING

MARKETING...

connects your brand
with your customers

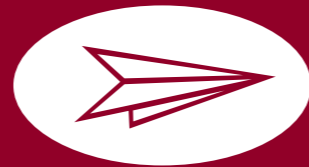
A BRAND...

is the emotional experience
and response you provide
to customers

CUSTOMERS...

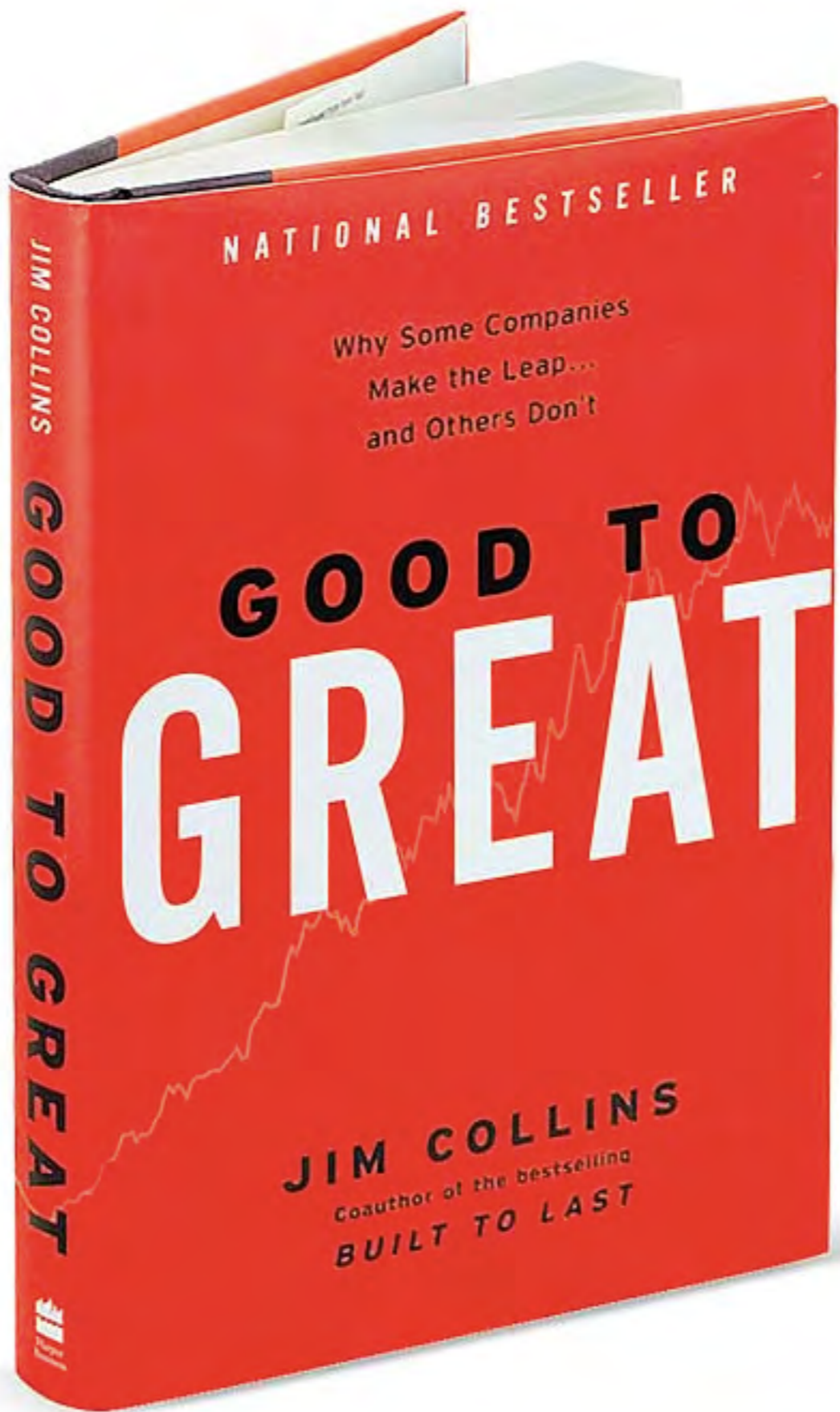
are the internal
and external advocates

WHAT SUCCESS LOOKS LIKE





(WE'RE NOT APPLE)



NATIONAL BESTSELLER

Why Some Companies
Make the Leap...
and Others Don't

GOOD TO
GREAT

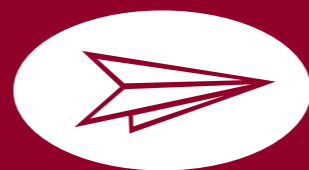
JIM COLLINS
Coauthor of the bestselling
BUILT TO LAST

JIM COLLINS

GOOD TO GREAT



WINNING INGREDIENTS



MARKETING PLANS

30%

FASTER

WRITTEN VISION

50%

FASTER

REDUCE DEFECTION

20-85%

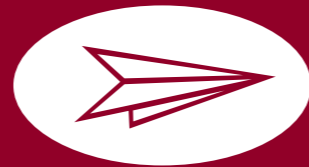
INCREASE IN PROFITS

METRICS

60%

MORE COMPENSATION

A MARKETING FRAMEWORK...



BRAND POSITION



STRATEGY
EXECUTION
MEASUREMENT

Define: Your Brand Position

Mission Vision Values

USP\RSP

WHO + Pain Points

Benefits (3)

⋮

Strategy

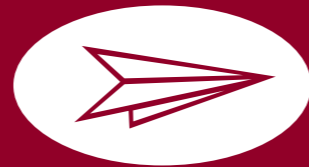
⋮

Execution + Tactics

⋮

Measurement

HOW TO GET THERE...



STRATEGIC
GROWTH PLAN



THE MARKETING
BLUEPRINT



kinesis

Strategic Growth Plan™

Mission (Core Purpose):

RSP (8 words or less):

Core Values:

Big Dream (Vision):

WHO:

Core Benefits

Functional:

Economic:

Emotional:

WHO's Pain Point:

3-5 Year Priorities (Where we are headed...)

Referrers:

12 Month Targets

Current:

Goal:

COIs:

Revenue

Profit

of Employees

2013

1. Mission

2. Vision

3. Values

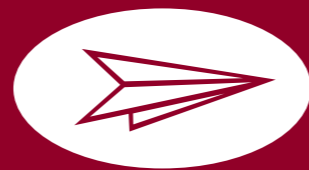
4. WHO

5. Benefits (3)

6. Growth Goals (Revenue/Profit/Employees)

7. RSP/USP

GETTING CLEAR ON YOUR PROMISE



A BRAND PROMISE SHOULD:

1. Matter to your customers
2. Present you as meaningfully different than your competitors
3. Be worthy of your maniacal and complete devotion...otherwise, it's an empty slogan



The Ultimate Driving Machine

EMPTY PROMISES

City of Portland

The City That Works



Call 823-4000



Water Bureau

Vehicle No. 992012

SE 45th AV

SE 47th Ave. & Carlton St.

JUST REMEMBER...

30%

50%

60%

A REALISTIC PLAN:
**THE MARKETING
BLUEPRINT**

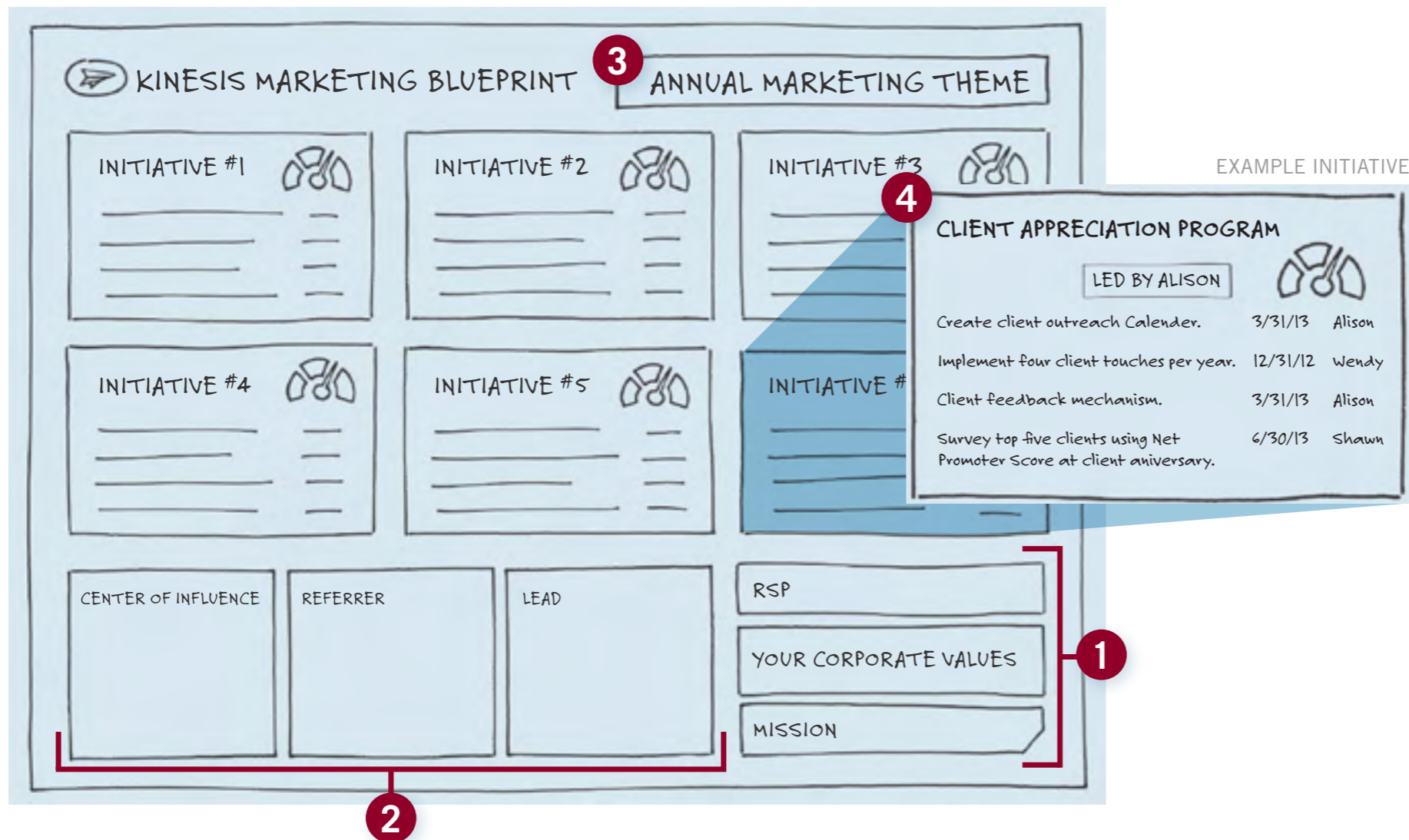
Theme

```
graph TD; Theme[Theme] -.-> Initiatives[Initiatives]; Initiatives -.-> Goals[Goals]; Goals -.-> Tactics[Tactics];
```

Initiatives

Goals

Tactics

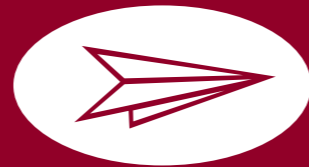


MARKETING IS A PROCESS:

- 1 DEFINE YOUR BRAND.**
 Know who you are (and who you aren't) and what makes you remarkable.
- 2 WHO IS YOUR IDEAL AUDIENCE?**
 Get crystal clear on your best fit customers, centers of influences, and referrers.
- 3 CRAFT A THEME.**
 Focus on one core concept that will bring you the greatest results in the next 12 months.
- 4 DEFINE INITIATIVES FOR THE YEAR.**
 Develop areas of focus to move your Theme forward. Each initiative has visible SMART goals with actionable tasks.

QUESTIONS?

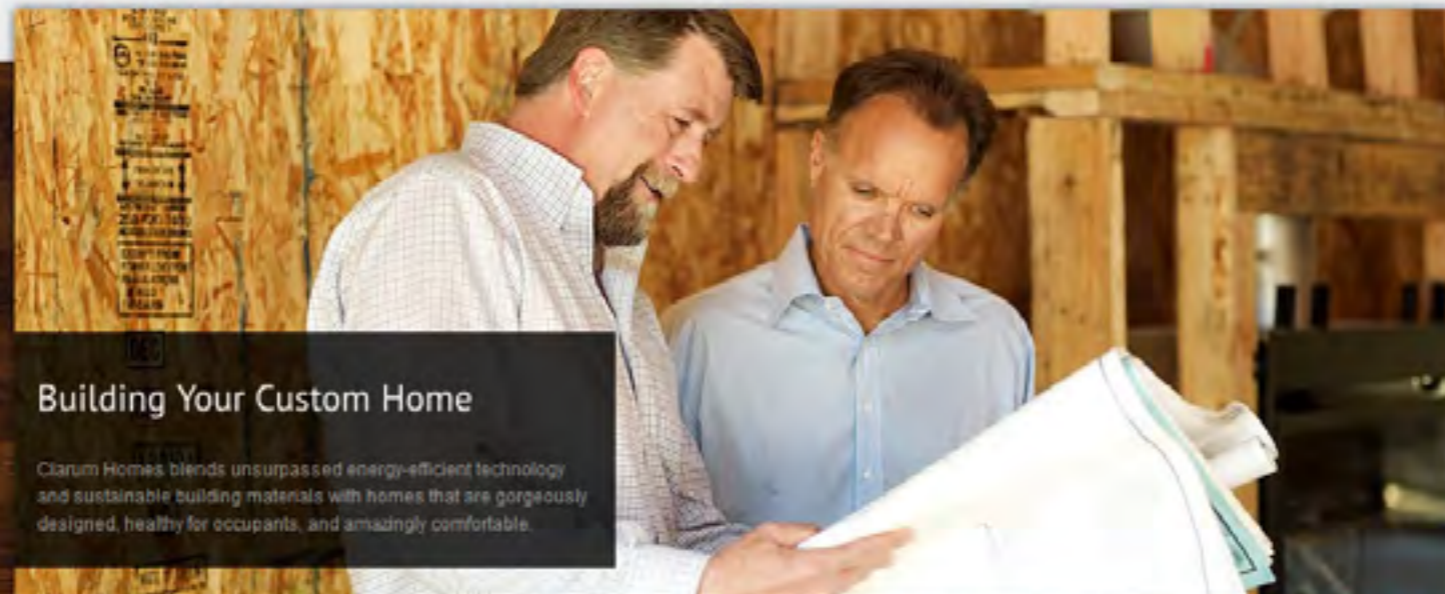
APPENDIX / RESULTS



CLARUM HOMES

CLARUM HOMES

ABOUT SERVICES GALLERY PROJECTS RESOURCES BLOG CONTACT



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Transforming the way you live: Clarum builds energy-efficient homes and passive houses that are gorgeously designed, healthy for occupants, and amazingly comfortable. // [read more](#)

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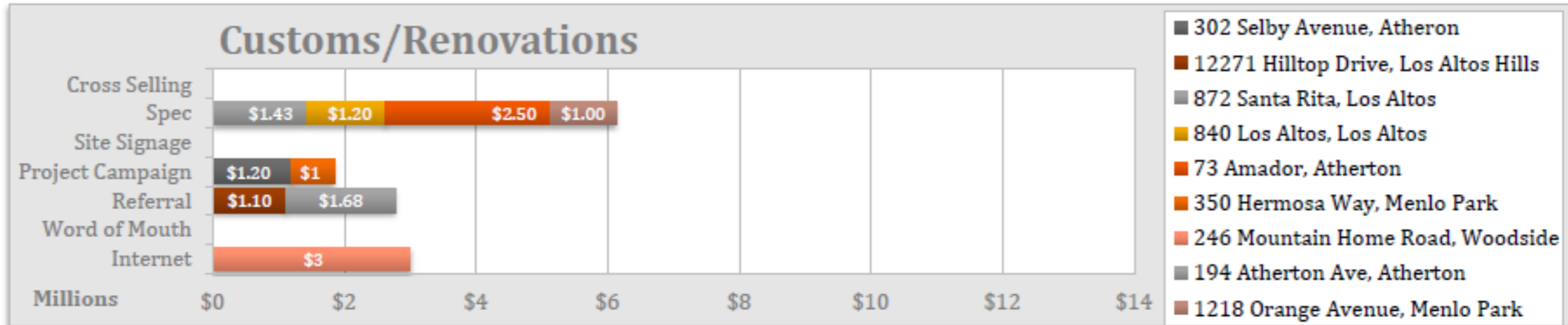
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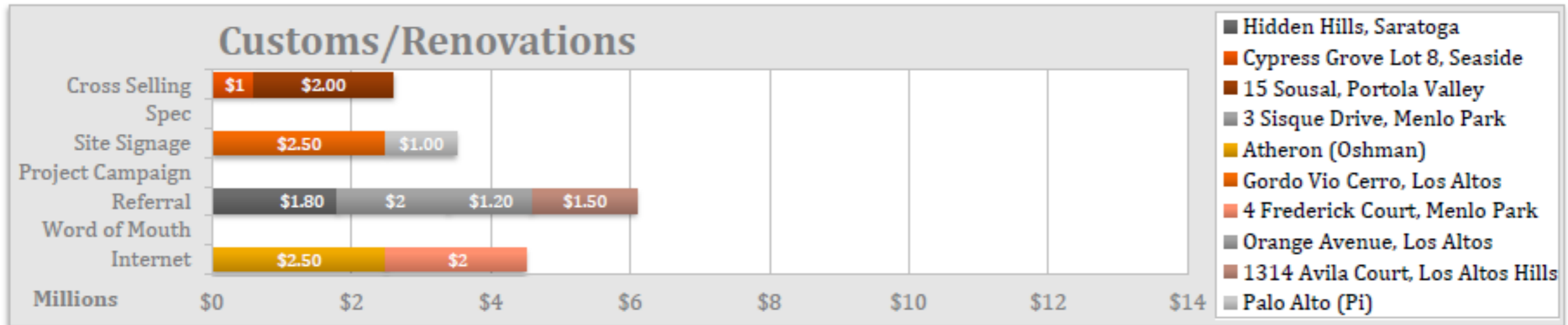
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2 YEARS = \$42MM



\$28MM PENDING

PERSONAL EXPERIENCE



THANK YOU!

Shawn@KinesisInc.com
@shawnbusse

