



OUR FIRST VALUE IS TO DELIVER SERVICES OUR CLIENTS PERCEIVE AS EXCEPTIONAL QUALITY AND LASTING VALUE, SO THAT THE VALUE DOESN'T DISAPPEAR AS OUR TAIL LIGHTS FADE INTO THE DISTANCE.

Group Atlantic, Inc.

Scott Stribrny, Risk Management Consultant **HIS MANTRA: EXCEPTIONAL QUALITY AND LASTING VALUE**

Here is what Scott had to say in regards to his company's values and his own:

"Our company's philosophy is driven by our services provided to senior executives of Fortune 1000 companies. From our experience, we noticed that there was a lack of quality in the level of services that being delivered. So our first value is to deliver services our clients perceive as exceptional quality and lasting value, so that the value doesn't disappear as our tail lights fade into the distance."

TH: Are you a one-stop shop?

SS: We do not try to be all things to all people, but we do try to look at the entirety of the challenge that the corporation has. We get our arms around the entirety of the enterprise's goal and then look at what value that represents to the client.

TH: Can you tell us more about your key areas of focus?

SS: Fundamentally, we help organizations get the best results out of the investments being made. We help them to adopt the best practices towards improved profitability, product quality, and marketability.

Then, central to almost everything organizations do is a lot of risk. What differentiates the winners from the losers are the strategic, competitive advantages and their ability to manage risk.

TH: How do you overcome resistance to change in an organization?

SS: Having managed projects worth tens of millions of dollars over multiple years, our method for success is 'one person

at a time one day at a time.' I tend to engage individuals at organizations, and find out what motivates them. At any organization, self-interest is natural. It is necessary to determine how those interests match up with the organization.

TH: Do you find that self-interests can reshape the vision of a given organization?

SS: Most definitely. There is certainly an untapped potential in organizations. We are very much of a hands-on company in terms of finding out about the people. People are not things that fit in boxes. Sometimes the only thing missing from someone's idea is the ability to articulate it in the right way, at the right time, and to the right people. Then it is being able to take ideas and transform them in a way that generates real business results.

TH: What do you see happening for yourself and for your business down the road? What keeps you inspired?

SS: For entrepreneurs (and many people), being able to visualize a work/life balance, and then achieving it is a never-ending chase. The challenge is in finding the space and time to do the things you like to do for yourself and for people who matter to you. There is a leader in organization development by the name of Marvin Weisbord who wrote a book called Productive Workplaces. One of his fundamental concepts is dignity, meaning, and community. I use these principles in my relationships. How do I meet needs in a way that builds dignity, that improves the meaning of work, and that derives satisfaction from the work community? These elements combined can be very satisfying for everyone involved. Exceptional quality and lasting value continue to be the cornerstones of my vision going forward. I enjoy what I do.

He is the Cofounder, President, and Managing Director of Group Atlantic, Inc.: a consulting firm whose client base includes private, commercial, and governmental organizations. Founded in 1992, their mission has been to develop successful strategies and operations improvements of the highest level.

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