



INTEGRITY

CEO ADVISORS

*Experienced Guidance
for Growing Leaders*

*Helping Principled Business CEOs, Boards
and Private Equity Firms Elevate Their Aim,
Achieve Breakthrough Results & Build
Enduring High-Performance Companies.*

Uniquely Qualified & Proven Expertise to Help You:

- Envision and attain greater levels of success
- Confidently navigate strategic and operational challenges
- Strengthen leadership and organizational capability and impact

“A refreshing resource possessing both direct experience and an understanding of what’s truly possible... very effective in facilitating solutions that make sense in the real world... we’ve clearly gotten full value and wouldn’t hesitate to use them again.”

Chairman/CEO/President, S&P 500 Company

KEY TO STELLAR PERFORMANCE

Companies *rise or fall* with leadership and general management. We expertly help CEOs, boards, and private equity owners of midsize/large companies to:

- Elevate *ordinary* to *extraordinary* performance
- Strengthen, challenge & unify your organization
- Translate compelling strategy into superb execution
- Objectively assess your company, plans, and team
- Plan generational succession & equip new leaders
- Instill best-in-class general management disciplines
- Sharpen project outcomes (e.g., M&A, ERP, Lean)

“Practical general management insight to truly come alongside CEOs and add value in the areas of strategy, executive team development, and accountable performance and compensation systems.”

CEO/President, Large & Midsized Companies

TARGET CLIENTS SERVED

ICA expertly serves leaders overseeing \$50 million to billions in revenue across three target audiences:

CEOs, Owners & C-Suite Executives (& Successors)

Leveraging Our Winning Leadership Experience to:

- Coach, assess, develop, and recruit executives
- Sharpen perspective (operational/organizational)
- Elevate leadership and general management impact
- Enhance strategies, tactics, processes and plans
- Facilitate leadership transitions (incl. Interim CEO)

Boards of Directors

Fresh, Objective, Challenging Perspective to:

- Evaluate upside potential, business model/processes; address “blind spots” and performance gaps
- Assess/develop executive team; guide succession; recruit executives & directors; interim CEO coverage
- Jumpstart operating turnaround or strategic growth
- Mentor new CEO/COO; strengthen Board linkage
- Expertly guide major projects (M&A, ERP, lean)

Private Equity Firms & Investment Bankers

Keen Operating Insight to:

- Sharpened operating lens to enhance M&A due diligence and post-deal action planning
- Better grasp risks, upside, key drivers, integration, business model issues, and operating fitness
- Provide executive search, leader coaching to optimize performance, and interim CEO coverage

HIGH-PERFORMANCE BUILDING BLOCKS



ICA'S FOUR FOCUS AREAS & SIGNATURE OFFERINGS

General Management Equipping/Coaching

- CEO/COO coaching and mentoring
- “Fresh Look” company upside assessment
- Strategy development; translating into execution
- Best-in-class business model & process discipline
- High-performance Servant Leadership culture

Organizational Development

- Organization planning for long-term company health
- Integrated compensation/performance management
- Retained executive search & succession planning
- Executive (or team) assessment & development

Operational Fitness & Supply Chain Management

- Operating performance enhancement/turnaround
- Forward-looking sales/operation planning (S&OP)
- Sharpen supply chain & asset performance
- Boost customer value/loyalty (quality/cost/delivery)
- Instill winning project & process disciplines

Value-Added Company Development Projects

- Customer-centric strategic/product development
- Integrated product line management
- Address limiting “blind spots” enterprise-wide
- M&A due diligence and post-closing acceleration

TRANSLATING COMPELLING STRATEGY INTO SUPERB EXECUTION

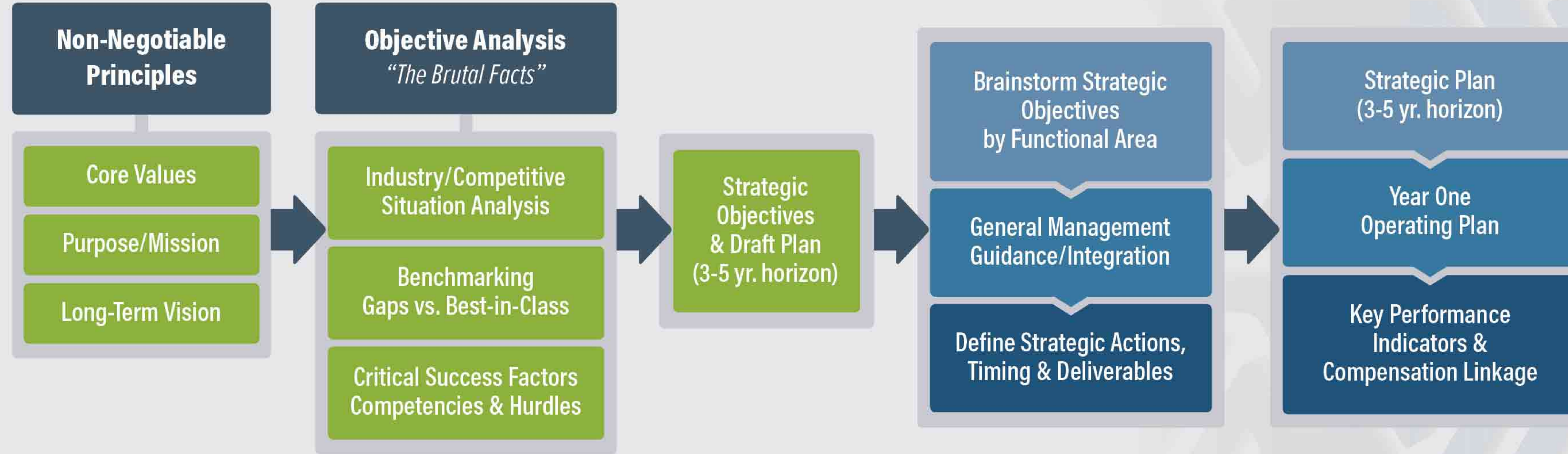
Best-in-class general management planning & execution, paired with a servant leadership culture, enables clients to sharply outperform competitors and their own historical track record. *Let us help you aim high, plan a healthy long-term trajectory and deliver on-target results!*

"If I could go back and be a young general manager again, I'd love to learn how to do it right under Don's mentorship."

Chairman/CEO, Forbes Private 100;
President, Fortune 500 Company

STRATEGIC PLANNING

OPERATIONAL DEPLOYMENT

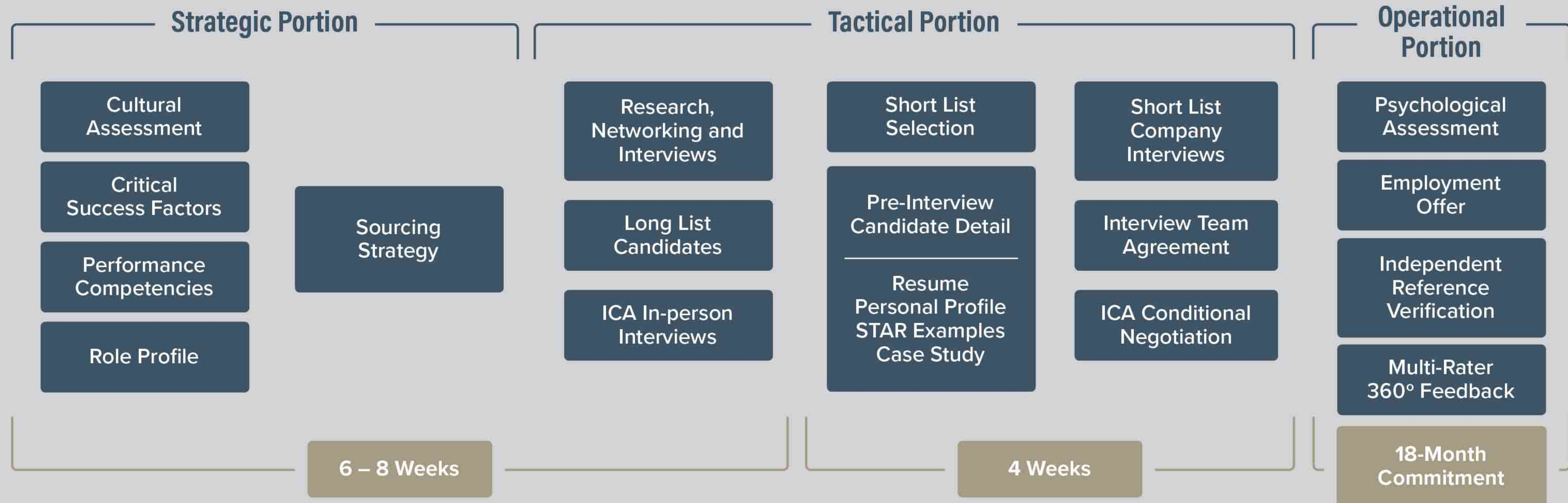


RETAINED EXECUTIVE SEARCH

- Full-service, concierge-level retained executive search with topnotch research, candidate assessment, and vetting
- Highly responsive to client needs; uncommon understanding of fit between client competency and culture requirements against proven candidate performance, outlook, and potential
- 18-month candidate success guarantee with post-hire 360° multi-rater feedback; optional executive and team development services

"Unusually gifted senior HR professional and retained search specialist...ecstatic with the results... unique assessment process helped us articulate our undiscovered competency requirements, and challenged us to think through to our future-state leadership needs."

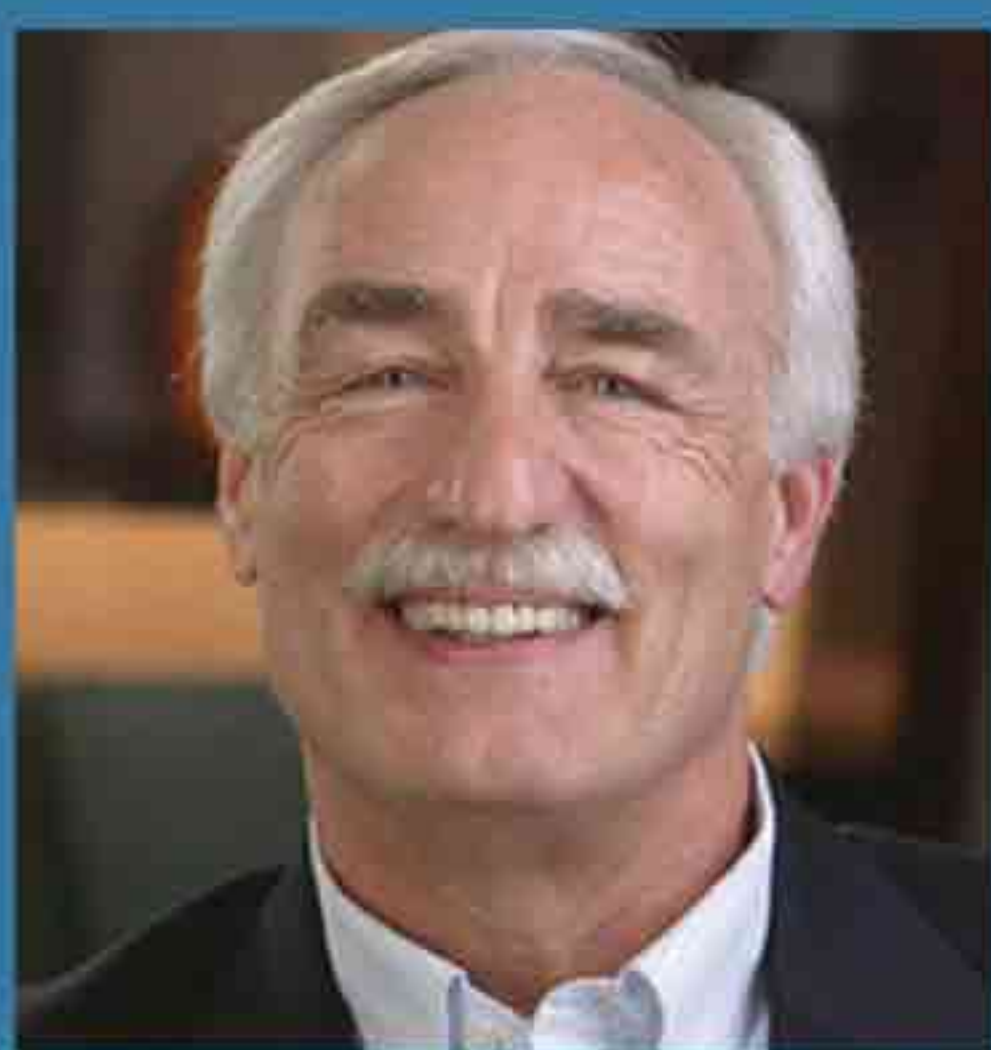
SVP/CIO, Forbes Private 100;
VP Manufacturing, S&P 500



Devoted to Your Success

The ICA Team:

*Impeccable Qualifications, Proven Leadership,
and Christian Character Serving Hundreds
of Companies with Best-in-Class Results*



Don Barefoot

Principal — CEO/General MGMT
Coaching, Board/M&A Consulting



Dave McCuaig

Director — Retained Executive Search
& Organizational Development



Gary L. Patrick, Ph.D., ABPP

Director — Executive/Team
Development



Randy Guthrie

Director — Operations &
Supply Chain Performance

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SVP, Forbes 100 Private Company;
VP, S&P 500 Company

Let's Get Started!

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