



WHO WE ARE

ALULA is an experienced management consulting firm **improving individual and business performance** through the science of behavior

WHAT WE DO

We accelerate your **strategy execution** by identifying and connecting **Business-Critical BehaviorsSM** to desired results. We typically work within three key business disciplines: **CHANGE, LEADERSHIP, PERFORMANCE**

CHANGE

Our deep focus on understanding how the science of behavior can improve CHANGE acceptance and adoption has helped clients become more agile and deliver a larger return on their company's change investment.

ALULA HAS EXPERTISE IN:

- Technology Implementation and Optimization
- Digital Transformation
- Strategy Implementation
- Business Model Implementation
- Culture Change
- Post-Merger Integration

LEADERSHIP

Our deep understanding of how the actions and words of LEADERSHIP influence business results allows us to help organizations unlock essential leadership behaviors, increasing the pace of development and directly impacting results.

ALULA HAS EXPERTISE IN:

- Executive Coaching
- Performance Coaching
- Leader Transition
- Leadership Development
- Generational Leadership
- Leadership Team Effectiveness

PERFORMANCE

Organizational PERFORMANCE can be directly linked to the Business-Critical Behaviors of individuals, from organizational leadership, to team leaders, to team members.

ALULA HAS EXPERTISE IN:

- Becoming a High-Performing Organization
- Salesforce Effectiveness
- Turnaround Planning and Execution
- Performance and Work Process Improvement
 - Reliability
 - Safety and Environmental Compliance
 - Cost Management
 - Productivity
 - Operational Discipline



HOW WE DO IT

We combine a **Collaborative Approach, Custom-Built Teams, and Evidence-Based Processes** to specifically connect strategy, behavior, and results.

Our approach to CHANGE, LEADERSHIP, and PERFORMANCE is not linear.

Our Make-it[®] Model is a powerful approach we use to help organizations achieve measurable results. Our flexible, adaptable methods allow us to enter an engagement at virtually any point and to work where and when you need us most.

Make-it POSSIBLE

Senior-most leaders achieve visible, validated alignment on business outcomes and scope of change

Make-it CLEAR

Organization aligned on business outcomes, Case for Change, scope, impact, and high-level Change Roadmap

Make-it REAL

Leaders and key performers engaged and ready to execute new behaviors with confidence

Make-it HAPPEN

New behaviors and results realized, and leaders/key performers confident and energized

Make-it LAST

Barriers to sustainability removed, continuous improvement initiated, and management and HR systems adjusted to reinforce changes

Our work with clients is performed in the way that is best for the client including face-to-face and/or virtual meetings and remote workshops, coaching, and cohort meetings to achieve results the right way.



WE HAVE A SCIENCE — THE SCIENCE OF BEHAVIOR

This Science helps us cut through the thousands of daily behaviors to focus on the few Business-Critical Behaviors that get the results you want. Execution happens through people—what they say and/or do to achieve results. Business-Critical Behaviors are those behaviors that most influence strategic success. They are unique to each organization depending on their strategy execution plans, business improvement initiatives, and performance targets. ALULA helps clients identify and deploy Business-Critical Behaviors and links them to business drivers to achieve desired RESULTS. Business-Critical Behaviors are the most important things people say and do that most influence strategic success.

UPLIFTING BUSINESS PERFORMANCE

“Uplifting” isn’t just what we do; it’s how we do it. We strive to deliver positive business results and an extraordinary client experience. We believe consulting isn’t something we do to you; it’s something we do in partnership with you. Our unique approach is a powerful combination of experienced business professionals and expert behavior analysts, united in their belief in behavior as one of the most powerful drivers of positive business outcomes. We use our proven business processes and tools built on decades of in-depth research, data development, and expert insights to help clients achieve RESULTS.