



“Setili & Associates brought new insight... They were critical in helping us define five key strategic priorities to become more successful long term. We started seeing an impact on the stores right away.”

Brandon Hayes

*Director, Strategic Business Development,
The Home Depot*



Focused Consulting. Fast Results.

We help world-class organizations to achieve lasting performance improvement.

Organizations like Coca-Cola, Delta Air Lines, The Home Depot and Wal-Mart hire us to give them unbiased advice about their strategic direction. We can help you:

Identify emerging business opportunities, and move quickly to capture them.

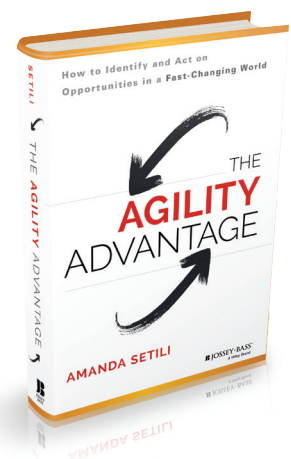
Anticipate and respond to competitor moves, changes in the market, and new technologies.

Execute top priorities in a more focused way, and accelerate the impact of strategic initiatives.

Amanda Setili

Author of **The Agility Advantage**

*How to Identify and Act on Opportunities
in a Fast-Changing World*



What we do

Five Reasons to Choose Setili

1. We're focused, fast and efficient

We work to drive value to your bottom line fast, helping you to identify and accomplish the few key actions that will make the most difference to your ultimate success.

2. We have the broad expertise needed to solve complex cross-functional problems

We navigate within your organization to get perspectives from multiple functions, and orchestrate a process to achieve alignment.

3. We are unbiased, and tenacious at getting at the truth

We don't just tell you what you want to hear. We guide and challenge your analysis, bring outside perspective and research, and play devil's advocate. We uncover and synthesize the facts to help you make the best possible business decisions.

4. Your people gain commitment, skills and tools

We create buy-in and energize your team, leveraging and developing their expertise and creativity.

5. You know your investment going in

All our projects are fixed-fee. There's never a meter running, and we have a track record of returning many times our fees in value to our clients.

Quick examples

Some quick examples of work we've done:

"Setili & Associates made recommendations to improve our organization's effectiveness...The work was terrific and we all appreciated the effort and the actionable items that came from it."

John Ehrle

Vice President, International Finance,
Wal-Mart Stores, Inc.

Delta Air Lines - Developed and implemented high-impact improvements to customer experience, boosting J.D. Power ranking, while reducing cost.

Home Depot - Helped company leaders make strategic decision to invest \$2 billion in stores, increase store staffing levels, improve customer experience and enhance service incentives. The company's share price advanced 45% over the next five years, compared with a 5% loss for the S&P 500 index.

Acuity Brands Lighting - Improved processes for pricing, project management and order service, and made changes in compensation, hiring and succession planning. As a result, margins increased 23%.

Radiant Systems - Led strategy development process for \$150 million revenue software/systems provider; narrowing the focus to only the most attractive markets, and divesting a business unit.

Wal-Mart International - Improved finance group efficiency and effectiveness, substantially improving employee engagement scores.

Canfor - Set strategic priorities, increasing EBITDA by over \$100 million.

Fiserv - Set pricing strategy, clarified points of differentiation and gained alignment on new strategic directions for ecommerce banking service division.

How we work

“Setili & Associates is different than other consulting firms in their commitment to ensuring success. Amanda and her team understand the importance of engaging key stakeholders at the outset. As a result, Setili & Associates can ask tough questions and push the envelope in a healthy and positive way.”

Robyn Klein

*Managing Director - On-Board Services,
Delta Air Lines*

Setili’s study of agility, and how it leads to faster knowledge, decisions, and actions, helps us — and any company — identify the potential game changers in their industry and move quickly in new directions.”

David Kenny, Chairman and CEO

*The Weather Company and cofounder,
Digitas*

Who calls Setili & Associates?

Companies call us when they have one of two problems. They either have a tough, and often ambiguous, strategic problem, which crosses several functions. Or, they have an ambitious goal, and want to move on it faster.

What happens during a typical project?

First, we jointly define objectives for the project — critical issues that need to be addressed, project timing, and exactly what constitutes success.

Next, we’ll map out a plan for achieving those objectives. We’ll work with you to determine who, from your team, will be involved in the process, and how we can jointly meet the objectives as quickly as possible. At this point, we may offer you two or three options for how Setili & Associates can help you. These may range from “light”

support, where your team does most of the fact finding and analysis, to a complete solution, where we do external research and analysis, make recommendations, and help as you implement.

In any case, when you engage us, you’ll see we’re different. We’re intensely focused on getting you the results you want.

We don’t bring an army of consultants. We’re fast, and we are superb at harnessing the very best thinking from inside your organization.

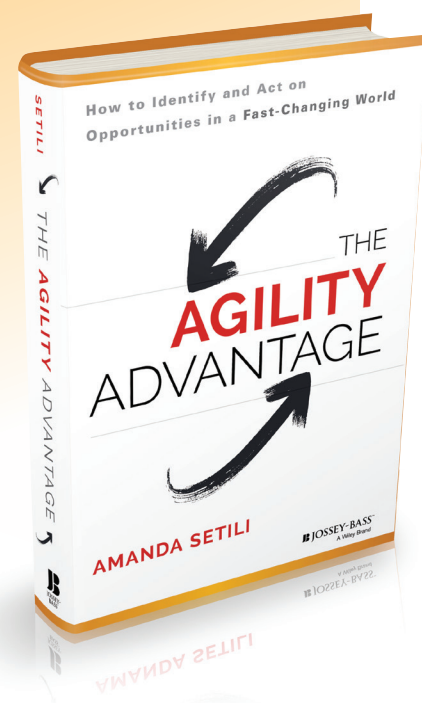
We bring new insights on customers, competitors, and market trends, and an outside perspective on your distinctive capabilities and potential.

As a result, we develop strategies that are very practical. And as we implement, your people will be fully committed, and ready to hit the ground running.

THE **AGILITY** ADVANTAGE

In the past, companies could pick a strategy and stick with it, maintaining a competitive edge for years. But today, companies surge ahead, fall behind, or even disappear in mere months. If you and your company are going to thrive for the long run, you need to continuously evolve, change, and stay a step ahead of your competition.

The ability to see and capitalize on new opportunities is the cornerstone of agility. Successful technology-based firms like Google, Tesla, and Amazon have all mastered agility within their core business practices, but companies in any sector can—and must—learn to spot new opportunities and make the right choices about what to invest in, what to change, and what to abandon.



Leadership



Amanda Setili, Managing Partner

Amanda Setili is managing partner of Setili & Associates, the strategy consulting firm. Organizations like Coca-Cola, Delta Air Lines, The Home Depot, and Wal-Mart hire her to give them unbiased advice about their strategic direction.

Setili has advised organizations in industries as diverse as consumer and industrial products, financial services, technology, non-profit, and retail. Her work has taken her throughout North America, Europe and Asia.

Before starting Setili & Associates, she served as director of marketing for Global Food Exchange, consulted for McKinsey & Company (where she planted seeds that became the firm's Kuala Lumpur office), served as chief operating officer of Malaysia's leading Internet services company, and developed products and optimized manufacturing operations for Kimberly-Clark.

Setili is author of *The Agility Advantage, How to Identify and Act On Opportunities in a Fast-Changing World*, published in 2014 by Jossey-Bass, an imprint of Wiley.

Setili served as an adjunct professor at Emory's Goizueta Business School. She earned her degree in chemical engineering from Vanderbilt, and her MBA, with distinction, from the Harvard Business School. She is past president and board chair of the Harvard Business School Club of Atlanta.



Rob Setili, Partner

Rob Setili has a track record of helping companies clarify their value proposition, and solve problems to improve profits.

With a focus on clearly differentiating products and services to meet customer needs, Rob has helped large corporate clients, entrepreneurial, and mid-market companies improve margins while growing sales.

An effective integrator who helps teams reach creative, winning solutions across organizational and functional lines, Rob provides broad expertise and a practical framework that brings out the best in teams and individuals.

With over 20 years of experience in strategy, manufacturing, operations and engineering, Rob gives clients powerful insights to produce profitable growth. At Kimberly-Clark Corporation, Rob led project, operations and engineering teams in launching innovative new products, improving product performance and reducing manufacturing cost.

Rob earned his MBA at the Harvard Business School and B.S. in Mechanical Engineering at the Georgia Institute of Technology.



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