



ENGAGE & DELIVER

FIRST QUARTER/2004 ISSUE



Greg Petkovich, President

PRESIDENT'S MESSAGE

2003 was a very satisfying year. Canadian businesses embraced the capabilities that Atticus Interim Management provides.

We predict that the multi billion dollar European interim management marketplace will grow 9 percent this year and we believe that we will see an overall Canadian market gain of double that number. Atticus is positioned to achieve a disproportionate amount of that growth.

We perceive a decline in the popularity of executive search agencies for "contract executive placements" as clients have become increasingly sophisticated and now recognize that there is more skill and complexity to a successful interim management solution than simply placing an individual.

ATTICUS BRINGS SOLUTIONS TO CGL.

ANDRÉS ROCHWERGER, A PRINCIPAL AT ATTICUS INTERIM MANAGEMENT, RECENTLY WORKED WITH CGL MANUFACTURING LTD. AS AN ATTICUS INTERIM MANAGER, ANDRES WORKED DIRECTLY WITHIN THE COMPANY'S SENIOR MANAGEMENT TEAM IMPLEMENTING SOLUTIONS REQUIRED TO BUILD AND BRING ON LINE CGL'S NEW FABRICATION FACILITY.

CGL has been operating successfully in Guelph since 1977. The company is a Lean based manufacturer of machined parts, components, fabrications and complete assemblies. The company supplies components to Fortune 100 OEM customers in industrial markets. Operating at a globally competitive standard has recently earned CGL a 40% increase in its business.

The ability to quickly provide the professional services they needed led CGL to hire Atticus to help manage the operational logistics of the project. Since the broad experience of Atticus' Principals includes project management, outsourcing best practices and manufacturing engineering, our group was perfectly suited to this task. There were two main phases to the project, an initial Project Management phase and a subsequent Program Management phase. According to Bart Van Cromvoirt, VP of Marketing and Sales at CGL, "Atticus has delivered real value to our organization and has been a pleasure to work with."

PLANNING AND EXECUTION

CGL's first need was to expand its existing manufacturing facility with the addition of a new 30,000 square foot building to house the Komatsu production machinery. The sheer scale of this undertaking was out of the

traditional scope of CGL's day to day operations and Atticus has been instrumental in guiding them through the start up of this massive project.

According to Andrés, CGL will ultimately produce eight product models, with five different major assemblies. Before the actual start of production, all equipment and processes must be tested and validated to ensure that the operation adheres to the high standards CGL is known for. The implementation phase alone kept our Principal extremely busy from July until November.

MANAGING AN OUTSOURCE PARTNERSHIP

Besides the increase in sales, the Komatsu deal broke new ground for CGL in the nature of the relationship where both companies would function as outsourcing partners. In these circumstances, an interim management solution was perfect for CGL in that it let them take on much needed expertise for a short period of time, rather than commit to the long term costs and obligation of a full time hire. Atticus was able to provide the necessary skills and leadership on a short-term basis, ultimately transitioning responsibility back to existing CGL management.

CGL'S POINT OF VIEW

From CGL's perspective, Atticus brought real value to the table.

In the words of Van Cromvoirt, "Rather than expose the company to the long term commitments of hiring a full time specialist, we decided to go with Atticus." He explained that hiring an Interim Manager has allowed them to be flexible in bringing in the professional services they need only when they need them. "Andrés," he said, "has



been a great team player", that has been highly capable of bringing order to a highly fluid environment.

With regard to the project Andrés said, "They, [CGL], needed someone immediately as existing management had their hands full with existing commitments. Internal resources were simply not available within the required time-frame."

Of course, cost was also a factor regarding CGL's decision to work with Atticus. Even if a full-time hire could be found on the short timelines they were dealing with, the long term costs of bringing on someone with the capabilities and experience required would have been substantial. Instead, drawing on the interim professional services provided by Atticus has proven to be the right option for CGL. It has given them timely and cost efficient access to the solutions and collective experience needed to manage the largest growth spurt in their company's history.

Similarly, while an independent consultant may well understand the complexities of defining and delivering solutions, she/he lacks the formalized infrastructure allowing one to guarantee immediate access to a dedicated cross industry and functional team. In fact, a growing number of large corporations disallow the hiring of independent consultants for this reason.

In contrast, there is an increasing recognition that full service firms allow for greater overall breadth and depth during the life of a project.

Defining a vision for the future, creating strategies to accomplish that vision, implementing action steps, monitoring results and adjusting where needed are the complexities that differentiate Atticus, from an organization that simply places an individual. Atticus is a solutions provider.

Over the coming months we will keep you informed of interim management trends and industry leading research produced by our Principals. In addition, we'll share with you our client's success stories that will demonstrate the benefits they have received by applying the collective expertise of Atticus' Principals.

Interim management has come of age in Canada and I'm proud that Atticus Principals are leading the charge!

[Comments or inquiries?](#)
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