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Subject: Confidential Coaching for Corporate Leaders

To: CEOs, CFOs, COOs, CLOs, CHROs, GMs, Project Leaders
From: Joe Vranich

When considering a potential facility location or relocation project, it is common for uncertainty to prevail. This is normal because sometimes only the largest companies with multiple locations have in-house site selection staff experienced in identifying optimum communities.

Moreover, it is common for differences of opinion to exist among those in a corporate headquarters and others in division or regional offices. That is also true among people with distinct responsibilities – for example, the Chief Financial Officer may favor one community because of lower costs while the Chief Human Resources Officer would select another because of workforce availability or lifestyle factors.

Sometimes, before I perform traditional Site Selection Consulting work, I serve as an Executive Coach to address questions like these:

- What does the future look like for this company or division?
- Should we stay or should we go?
- If we go, where do we go?
- How much can we save in a new location?
- What does a step-by-step guide for a site selection project look like?
- To what degree are relocation fears real or imagined?
- How much will a location research project cost?

In Coaching, I act as a facilitator to determine your priorities and learn about quality-of-life factors you consider “musts” in a new community. Moreover, in Coaching the group, we can also have individual, private sessions should anyone express that desire.

A Valuable Questionnaire

Together, we will complete a comprehensive Questionnaire for Business and Lifestyle Factors because it provides structure for the discussions, will reveal your views about location issues, and create an understanding about how a community will mesh with the company's goals.

Should you authorize site selection research to proceed, the responses become the basis for a Request for Information and a Request for Proposals. The RFIs and RFPs will be sent to Economic Development Agencies in your preferred metropolitan areas, which could produce responses from 10 to 20 communities in *each* metro area who want your business to locate there.

No Further Obligation Exists After Coaching Ends

If you want to proceed with the project, I will provide a tailored Site Selection Proposal that will include fees only for factors that are important to you and your corporation. I will offer services in phases so that it is clear what the costs are for each component. Also, it will contain an "easy out" clause giving you the option to suspend or discontinue our work at any time – convenient for those times when a company decides to put the project on a back burner. In short, the agreement is a low-risk one for you.

Confidentiality

During all phases, I may ask for information that you may normally consider confidential or proprietary. Of course, you are not required to answer such questions, but if you do, my strong [Non Disclosure Agreement \(NDA\)](#) as posted on my Website is automatically in effect. If you prefer that I sign your company's NDA, of course I will do so.

Although I am known as The Business Relocation Coach, my company is formally known as [Spectrum Location Solutions](#). Also, please read [Our Commitments](#) for an understanding of how I and my associates will work to earn and keep your trust.

For a no-cost initial Consultation, call me at 949-551-3150 or use the [Contact Form](#). You are guaranteed instant confidentiality from your first contact with me.