



## Roadmap to Results

*If you don't know where you're going,  
all roads will lead you there.*

### Strategic & Tactical Planning That Gets Results

#### Proven Processes

We combine one-on-one coaching with proven strategic and tactical planning processes that promote accountability at the management level.

#### Actionable

Strategic outcomes are interpreted into specific operational plans with clear assignment of responsibilities at multiple levels of the organization.

#### Accountable

Establishment of Key Results Areas and corresponding metrics lead to consistent follow-up and accountability with management peers.

#### Measurable

By defining and reviewing benchmarks, there is continuous evaluation and adjustment of planning processes to improve business results.

#### What Our Clients Are Saying . . .

*"The excellent follow-up we get from Jay makes all the difference when working with AEV Capital. We not only set goals, but are held accountable for meeting those goals."*

Kent Howard  
Balluff Inc.

*"Through AEV's planning process, we have discovered ways to save a great deal of money by letting go of a sacred cow that wasn't adding value to our business."*

Steve Eppert  
The Dapper Company

*"Jay has helped me look at my business in a fresh way, opening my eyes to opportunities that I wouldn't have seen otherwise."*

Mark Sackett  
Automated Machinery, Inc.



**Jay Vierling**  
*President and Founder*

A growing number of executives and organizations are placing their trust in AEV Capital because of Jay Vierling's unique qualifications, vision and forthright leadership style.

Having built and managed several profitable businesses and corporate divisions over 25 years, Jay is a past recipient of the Cincinnati Business Courier "Enterprise Award" and the Cincinnati Chamber of Commerce "Small Business Man of the Year" award. Jay has an established history of proven results within a wide range of business environments. And as a seasoned entrepreneur and senior executive, Jay has already succeeded in managing challenging and difficult situations that are probably similar to those your management team is facing today.

**Contact Jay Vierling and get on the  
road to results with a Business Needs  
Assessment . . .**

Visit us on the web at [www.aevcapital.com](http://www.aevcapital.com)

or Call us at **513-474-3998**



Cincinnati, Ohio  
[info@aevcapital.com](mailto:info@aevcapital.com)

## CEO Coaching

Presidents and CEOs face more pressures than ever before with rapidly changing markets, technologies and workforces, increased financial and legal scrutiny . . . and more. This is one reason why executives need accountability, support and objective viewpoints from peers outside of their own organization. AEV Capital provides one-on-one, confidential consulting for presidents and top executives who want to test their ideas, get honest feedback or just need the perspective of a fellow executive who's been there.

The goal of CEO Coaching at AEV is to enhance business performance by raising leadership to the highest level

## Strategic Planning

In today's competitive environment, every business organization needs a strategic plan to secure its future. Unfortunately, an effective process for strategic planning doesn't just happen. AEV Capital has the proven experience and facilitation skills needed to keep your management team focused on the high-level planning disciplines that can lead to step-function enhancements in business performance.

The goal of Strategic Planning is not esoteric. If done properly, the process should provide a framework for creating a tangible and measurable operational plan.

## Business Planning

Whether starting up a new business, securing a round of financing or building consensus for an acquisition, a well-developed business plan is essential to sharing your vision with critical stake holders. Jay Vierling is a veteran business plan developer with real-world success in orchestrating business start-ups, partnerships and private investment. His acquired knowledge is a valuable asset in creating, reviewing and enhancing business plans that get results.

At AEV Capital, the goal of Business Planning is to help your team, as well as others, envision and enable your growth plans.

### A Proven Consulting Process That Gets Results



AEV Capital's proven consulting process integrates one-on-one coaching with strategic and tactical planning. This is followed-up by planning reviews that focus on results and feedback for reassessment.