



STRATEGIC ADVISORY SERVICES FOR BANKS, LENDERS & CUSTOMERS



escalate
solutions

CEO, FOUNDER – ESCALATE SOLUTIONS
THREE-TIME BUSINESS OWNER
ORGANIZATION & OPERATIONS STRATEGIST
DIGITAL TRANSFORMATION & AGILE SPECIALIST
[LINKEDIN](#) WWW.ESCALATESOLUTIONS.COM

KIMBERLY ARNOLD | MIKE ST. JOHN



LCS

CEO, FOUNDER – LCS
35 YEARS INVOLVEMENT IN 20+ BUSINESSES
DEVELOPMENT & EXECUTION OF SALES
& BUSINESS PLANS
PROFESSIONAL NETWORK
[LINKEDIN](#)

“VUCA” THREATS WILL AMPLIFY IN THE WEEKS & MONTHS AHEAD

- Volatility
- Uncertainty
- Complexity
- Ambiguity

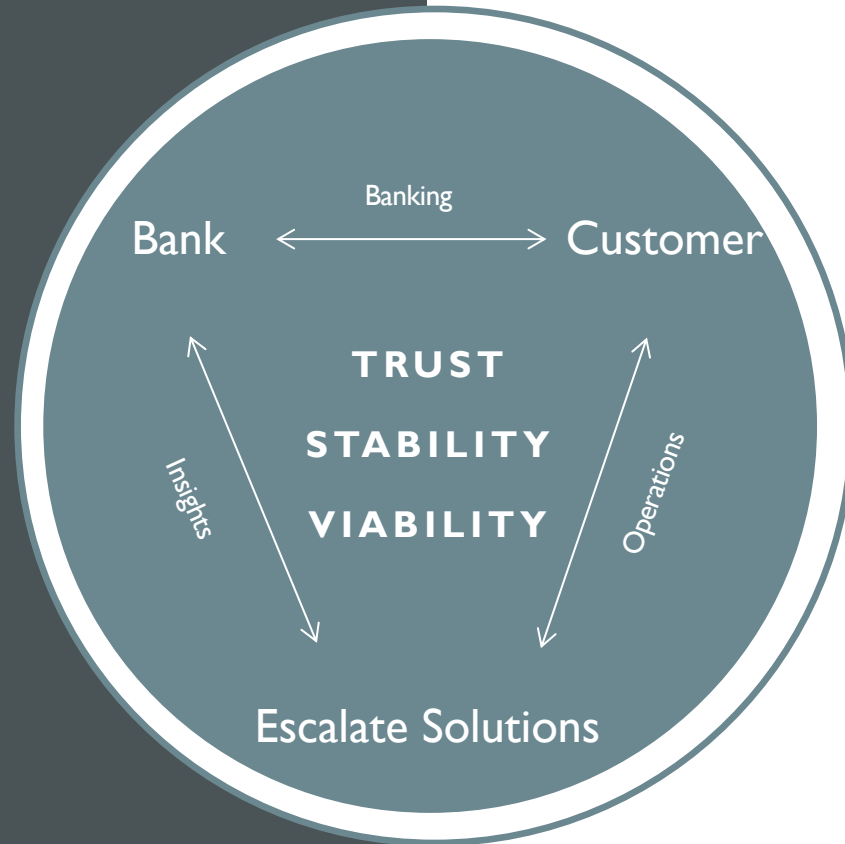
Bankers outreaching directly to customers to discuss:

- Payment deferral restart and/or reconciliation
- PPP loan forgiveness, related uncertainties
- Risk rating, forbearance, NPL probability
- Other ongoing challenges, needs

Bankers referring Escalate Solutions / LCS as an immediate advisory resource to customers:

- In need of short-term stabilization and long-term viability strategy
- Developing pivots to services, products, offerings, supply chains, brands, value propositions and more
- Seeking other crisis management consulting services

WHY US? OUR VALUE TO BANKS



- **Trust, Collaboration & Insights**
 - Appreciation for both traditional and futurist mindsets
 - Personal, community-focused, flexible and local
 - Fit-priority, will only take on assignments where we add value
 - “Eyes and ears at arms length”, real time feedback, supporting bank as a partner
- **Short-Term Stability & Agility**
 - Focus on preserving capital liquidity
 - Avoidance of risk downgrades
 - Brief window of opportunity to monetize
- **Long-Term Business Viability & Performance**
 - Focus on operations
 - Revenue growth, profitability, customer acquisition/retention, productivity

“Everyone wins” - bank, individual customer, advisory team and the broader ecosystem

SERVICES & CAPABILITIES

Business Plan Development & Review

Operational Audit

Crisis Management

Turnaround & Restructure Strategy

Pivot Strategy

Growth Strategy

Revenue Growth

Customer Retention & Acquisition

Interim C-Suite Assignments

Digital Transformation, Agile Methodologies

Strategic Planning

Leadership & Management Team Building

RELEVANT EXPERIENCE

ENTERTAINMENT OPERATOR

OPERATIONS EVALUATION & STRATEGIC PLAN

- **OPPORTUNITY**
Leverage brand and recent investments totaling over \$350M
- **ACTIONS**
Top-to-bottom operational audit, 1, 3 and 5-year strategic plans, assess opportunities to improve CX
- **RESULTS**
Ownership incurring debt for first time for \$200M+ regional expansion

MANUFACTURING COMPLEX

HIGHEST & BEST USE STUDY, ROI ANALYSIS

- **OPPORTUNITY**
Desire to maximize investment in 200-acre site in major US city
- **ACTIONS**
Highest and best use analysis of diverse, all-encompassing functions, evaluate ROI and recommend uses
- **RESULTS**
Owner shuttering existing operation and moving forward with high-tech industrial and manufacturing center

PERSONAL HEALTH CLUB

TURNAROUND & COMPANY SALE

- **OPPORTUNITY**
Stagnant membership count and revenue stall, no marketing strategy
- **ACTIONS**
Expanded package pricing, introduction of hyper-local marketing strategy
- **RESULTS**
Increased revenue, diversified client base, successful ownership exit

MANAGEMENT TRAINING FIRM

SALES STRATEGY PIVOT

- **OPPORTUNITY**
Unfocused sales strategy regarding resellers, revenue stalled
- **ACTIONS**
Blended delivery system to include online, B2C, resellers as delivery agents
- **RESULTS**
Increased revenue, diversified revenue streams, increased margins

TRADITIONAL MINDSET & METRICS

BEST PRACTICES

Character | Capacity | Capital | Collateral | Conditions

Revenue | Costs | Margins | Cash Flow | ROI | Risk

www.escalatesolutions.com

Organization Overview

Corporate Structure

Leadership & Management

People & Human Resources

Products & Services

Strategy, Expectations, Risks

Industry, Market Trends &
Competitors

Cultural Fit & Reputation

Existing Agreements & Contracts

Financials, Valuation & Revenues

Assets & Liabilities

Business Forecasting

Plant, Property & Equipment

Intellectual Property

Banking & Tax Matters

Regulatory Considerations

The traditional “5 C’s” aren’t changing...

FUTURIST MINDSET & METRICS

NEXT PRACTICES

Agility | Speed | Reach | Scale | Connectivity

Authenticity | Trust | Empathy | Adaptability | Community

www.escalatesolutions.com

Immediate, Critical Needs

Decision-Making

Clients, End Users

Value Proposition

Ecosystems

Collaboration

Strategy

Technology

Digital Transformation

Communication, Transparency

Wellness, Safety

Workplace

Supply Chain

Delivery Channels

Brand

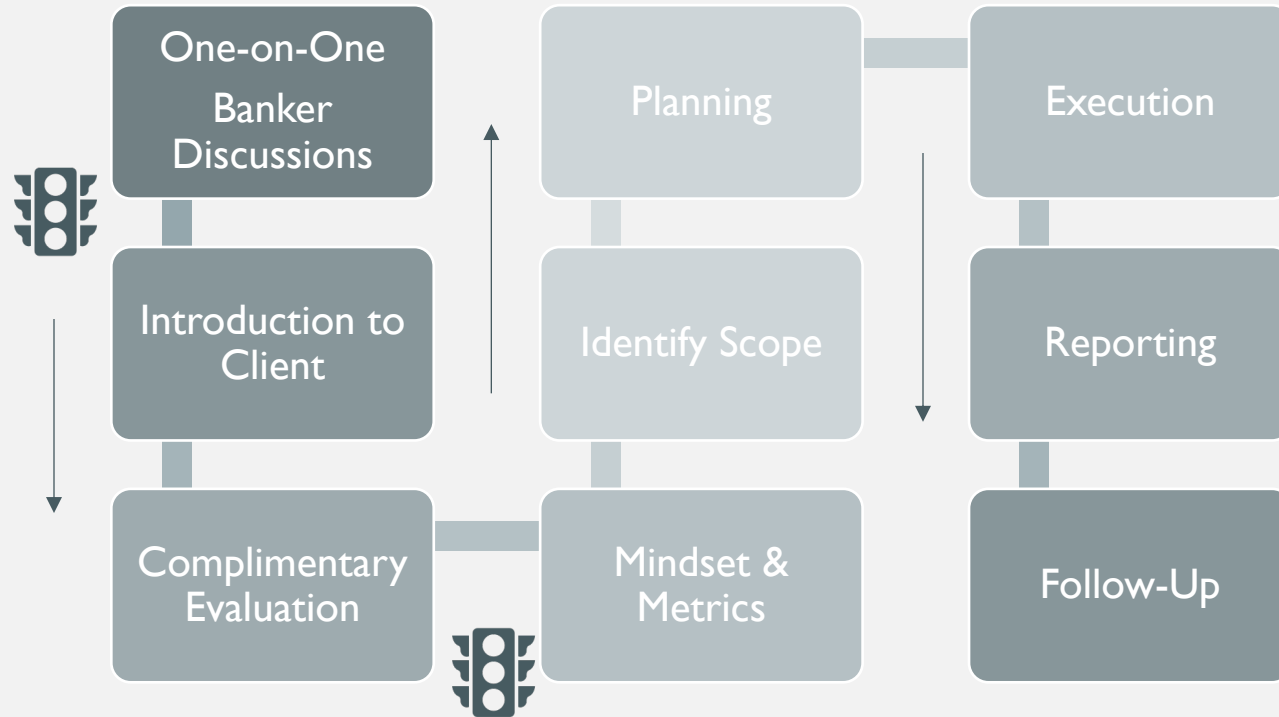
Perceptions, Reputation

Continuous Learning

Best Practices >> Next Practices

...but now the futurist considerations
are of equal importance as well.

HOW WE WORK TOGETHER



- OUR COMMITMENT TO YOU
 - Help – not harm – existing valued relationships
 - Layer into the honest discussions already happening – was anything missed?
 - “Distance gauged” communication at every phase
 - Appropriateness, regulatory compliance
 - Arms-length insights

FEE STRUCTURES

- Initial consultation always free
- Average hourly rate - \$300/hour *
- Minimum daily rate - \$1,500 - \$2,500 dependent on complexity
- Fixed fee option based on defined objectives
- Monthly retainer option for ongoing services
- Flexibility of structure
- Consider customer's ability to pay

** Escalate Solutions prefers fixed fee and retainer agreements. The hourly rate average is included as a benchmark to demonstrate marketplace competitiveness.*

CONTACT US



**KIMBERLY ARNOLD, CEO
ESCALATE SOLUTIONS**

(303) 886.4666

[EMAIL](#)

[LINKEDIN](#)

[WEBSITE](#)



**MIKE ST. JOHN, CEO
LCS**

(303) 304.7227

[EMAIL](#)

[LINKEDIN](#)

