

Chairperson's Corner

"I am interested in meeting C-level executives of small- to medium-sized companies that have a strong desire to increase their profitability. Our potential clients typically have human resource issues and/or operational inefficiencies that need to be addressed in an aggressive, hands-on manner."

Doug Williams is the Chief Executive Officer of The Doug Williams Group, a Miami-based professional services firm. The firm's mission is to help companies achieve desired outcomes through practical tools, strong implementation assistance and personalized service. Williams is a member of the Miami Chapter and recently met with *cliQUE* to talk about his firm, his professional experience and the importance of his relationships in Business Forums.

cliQUE: Doug, what was your professional experience when you started The Doug Williams Group?

Doug Williams: I joined the professional services industry 20 years ago after a challenging and interesting career with Procter and Gamble's paper manufacturing division. At Procter and Gamble I held a wide variety of operations and technical staff positions over a 15-year time span, including responsibility for leading the division's implementation of the Total Quality Management program, based on the management philosophy of Dr. W. Edwards Deming. My professional interest in TQM implementation led to my decision to join a regional TQM consulting practice, which I purchased 10 years ago to form The Doug Williams Group.

cliQUE: What is the focus of your practice?

Doug: The focus of our practice is to increase our clients' profitability by improving the effectiveness of their people and the efficiency of their processes. We have a comprehensive service line that supports that, but at the end of the day we're all about increasing our clients' profits.

cliQUE: What is unique about your firm?

Doug: We are unique in three ways. First, we have defined our own category by choosing to be improvement specialists rather than consultants. We closely partner with our clients not only to develop customized, practical solutions, but to take an active role and responsibility for the implementation of those solutions. I like to say that we don't make recommendations, we get results.

Second, we have unusually broad experience across multiple industries and all sizes and types of companies, so subsequently our services are completely customized to clients' needs. Our services are very comprehensive, incorporating educational programs, human resources, assessments and surveys, process improvement team leadership, leadership team support, and team/individual coaching. We also provide interim management services in turnaround situations.

Third, we are so confident of our ability to exceed our clients' expectations that we provide all of them with our unique Full Satisfaction Promise. Our promise is that if we don't exceed our clients' expectations, our services are free. In other words, we assume all of the business risk associated with every engagement. In the 10-plus years we have been in business, we have exceeded the expectations of every client we have ever had, which has led to strong referrals and revenue growth for our firm.

cliQUE: Being in South Florida, is there a focus or concentration in a particular industry?

Doug: Although we're based in South Florida, we work anywhere in the world. We have extensive experience in every industry, from a three-person company to a \$20 billion company.

cliQUE: What are some of your clients' concerns given the current economic state?

Doug: My clients are either concerned about waste and inefficiency in their operations, customer service/retention, or both. In recent months we have experienced an increase in interim management assignments, with a focus on getting immediate results through aggressive, hands-on leadership of improvement initiatives. We have also experienced renewed interest in customer and employee satisfaction surveys. Most companies are no longer taking good customers or high-performing employees for granted. Our clients want to understand what is working and what is not working to reduce customer and employee attrition.

MIAMI CHAPTER
EXECUTIVE COMMITTEE
MEMBER

Doug Williams
The Doug Williams Group, Inc.

Professional Category:
Consulting – Corporate

Member Since:
April 2008



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CHAIRPERSON'S
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clique: What is the current hot topic in your industry, something our readers may not be aware of?

Doug: How to create and maintain a culture of service excellence continues as an area of intense interest in my market. We are educating our current and future clients about how to create customers who are “promoters”, how to measure the extent to which promoters are being created, and how to translate promoters into referral-based revenue.

clique: How has your practice changed in the last five years?

Doug: Our investments in computer technology have enabled us to increase the efficiency of our internal processes, which has enabled us to continue to lower our delivery costs and prices. Today we have incredible access to customizable tools that we can get to our clients very quickly.

clique: Are there business practices being used in your market that are not working?

Doug: Many companies don't have an effective system for gathering and responding to positive and negative feedback from customers and/or employees. What's missing is the focus to implement improvements to drive the satisfaction scores in the right direction. It seems that many companies survey for survey's sake without a system to translate the information into action.

clique: What are your projections for the future of your industry?

Doug: Going forward, our market will continue to choose improvement specialists over consultants. There is little interest today in consulting firms that conduct an assessment and deliver a binder full of recommendations that sits somewhere on a shelf. The market is looking for implementers who actually do what they promise they will do, who will partner with them to get results.

clique: What would you say is the number one challenge you face in Business Development?

Doug: We don't have complicated goals or priorities, so for us it is very simple. We only focus on two things: do everything we do with integrity and

exceed clients' expectations. We understand that client satisfaction is a leading indicator of referral rates and financial performance. If we have any challenge, it is to stick to these basics, which have worked very well for us.

clique: What is a good referral for your company?

Doug: A good referral is a top executive who is waking up in the middle of the night because of any number of business problems that are negatively affecting profit. Operational costs increasing, high employee attrition, customer service levels dropping, etc. We have the experience and tools to carefully assess the issues, provide a customized solution, and get the results. That's our “Full Satisfaction Promise”.

clique: As a member of Business Forums, in what ways are you able to give back to others?

Doug: We bring to Business Forums International a willingness to creatively partner in any way that makes sense for our collective clients. We are focused on bringing value to our clients, and one way we make that happen is to introduce our clients to high-quality firms that deliver services outside of our areas of expertise.

We are also very committed to supporting community organizations. When we started this business we decided to commit a significant percentage of our revenue to community support and we have never wavered from that commitment. Over the years, through pro bono services, discounted fees, cash gifts and several endowments, we have provided a significant level of financial support to over 60 deserving non-profits and individuals.

If you want to contact Doug Williams about The Doug Williams Group, Inc. and their services, call (305) 598-9880 or e-mail him at doug@thedougwilliamsgroup.com.

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