

# The Sinclair Advisor



*E-News for our clients, prospective clients, and Associates*

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Welcome to *The Sinclair Advisor*, a monthly electronic newsletter for clients and Associates of The Sinclair Advisory Group LLC. The Sinclair Advisory Group is a leading provider of strategic planning, leadership development, and expert advisory services to government agencies and private industry.

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## SAG SUPPORTS NEW CRM IMPLEMENTATION

Sinclair Advisory Group (SAG) has partnered with Watkins IT, a leading provider of Information Technology services and solutions to small and medium sized organizations, to help deliver a new Microsoft Dynamics Customer Relationship Management (CRM) solution for Hawkins Electric Service, Inc. Hawkins Electric is a company that provides outstanding electrical services to residential and commercial properties in the Baltimore-DC-Northern Virginia area.

SAG is working with Hawkins Electric to modernize their current customer-facing processes; to implement a new 'cloud-based' service that consolidates their existing customer systems and reduces paper; and to help Hawkins management better understand the effectiveness of their Sales and Service force through a Management Dashboard. This new system will be fully web based with an "App"-like function, so that Technicians will be able to view Work Orders, create quotes, and process payments directly from an iPad. A prototype will be available this month.

Chris Domergue, SAG Director and Project Manager for this effort, says, "These kinds of implementations will allow smaller organizations to have the capabilities that were once available only to large enterprises. In addition, this type of project shows how Sinclair Advisory Group can aid our clients in solving their most complex issues with simple answers by leveraging industry best practices and calling on our abundant resource knowledge."

Through SAG's knowledge of CRM, we hope to leverage success at companies like Hawkins Electric and help other clients better support their customers, using the latest technologies.

## **SAG TO SUPPORT VISN 9 ORGANIZATIONAL PLANNING PROJECT**

Last month, SAG was awarded a contract to provide support to Veterans Integrated Service Network (VISN) 9 of the Veterans Health Administration (VHA) in its efforts to increase revenue, contain costs, and instill systematic processes for budget execution and reporting across two health care systems within VISN 9: the VA Tennessee Valley Healthcare System and the Network's Northern Tier.

VISN 9's ultimate goal for the project is to realize short and long-term organizational efficiencies that enable fiscal stability and ensure sustained high quality care for our nation's veterans. To help them reach their goal, SAG will facilitate the preparation and implementation of new business plans for the VISN; help implement approved initiatives that will increase program alignment, savings, revenue enhancement and consolidation; and prepare weekly written updates on our work and accomplishments.

Sinclair associate Tim Shea, FACHE, will be the subject matter lead, and Seth Sinclair, firm Member and Certified Project Management Professional, will serve as the Project Manager. According to Seth, "This is the latest in our organization's many efforts to help VHA continue its transformational journey while meeting significant budget challenges. A new feature of this project is that we've will be significantly increasing our use of operational and patient demographic data as part of our analytic process. We've significantly increased our expertise and capabilities in this area."

The Tennessee Valley Health Care System is comprised of medical centers in Nashville and Murfreesboro, Tenn., along with nine affiliated community based outpatient clinics. The Northern Tier encompasses three medical centers, located in Huntington, W. Va., and Lexington and Louisville, Ky., and their associated outpatient clinics.

## **NEW ORGANIZATIONAL ASSESSMENT PACKAGE IN PROCESS**

At the heart of Sinclair Advisory Group's mission is to work with our clients to facilitate the development of realistic and actionable strategic plans that provide a framework for fulfilling an organization's mission, vision, and goals, and to align the work employees of an organization do with the organization's strategies. Our team of experienced professional offers expert guidance, mature judgment, and creativity in solving complex organizational and management issues.

In accomplishing those tasks for our Federal Government clients, we have learned that they have unique needs, different from those of the private sector, in implementing an integrated cycle of assessment, planning and improvement. Accordingly, we have designed, and will soon be offering, a new product that will provide a structured assessment approach government leaders and managers can use to create a case for change.

Based on the Malcolm Baldrige National Quality Award Program and the book "Organizational Assessment and Improvement in the Public Sector," part of the American Society for Public Administration (ASPA) Series in Public Administration and Public Policy, the new module will offer a set of simple and fast tools that will enable federal managers to get a grip on their organization's current status and future needs. Properly implemented, it will ultimately provide a scorecard senior government leaders can use to assess and improve their organizations.

“The current budget climate has made it imperative that Federal Government managers to plan their future moves carefully,” says Seth Sinclair. “At the same time, many don’t have the luxury—or the funds—to go through a full-scale planning process. We think this new structured approach will meet their needs, and help them and their organizations to succeed.”

SAG’s Organizational Assessment is a structured process for understanding an organization’s current state and health relative to achieving its mission. Through interviews, focus groups, and surveys, we gather information across critical elements of the organization such as strategy, leadership, human capital, process and customers. Outcomes are compiled and presented in an executive scorecard highlighting organizational strengths and weaknesses. The assessment lays the groundwork for pursuing strategic improvement initiatives to improve the organization’s effectiveness and efficiency.

“Once we’ve administered the assessment and delivered the results, we look to see how we can support our clients to shore up trouble areas the assessment uncovers,” says Seth. “Strategic planning, leadership development, communications initiatives, and aligning employees’ work with organizational strategies and priorities are among the ways we can support our clients once the assessment is completed.”

Interested? Contact Seth at (703) 665-4790 (see below for a list of new SAG phone numbers.)

## **HUGH DEERY NEW SAG ASSOCIATE**

Hugh F. Deery is Sinclair Advisory Group’s newest Associate. Hugh recently retired from the Department of Veterans Affairs, having spent the past fifteen years as Chief Financial officer of the Veterans in Partnership Network (VISN 11) in Ann Arbor, Mich. Before that, Hugh was the CEO of the Philadelphia VA Medical Center and the Butler, Pa. VA Medical Center.

Hugh has participated in numerous national workgroups for VA, and chaired the Financial Intern Advisory Board, the Financial Management Advisory Council, the Specific Purpose Funding Oversight Committee and the Franchise Fund Rate Advisory Committee. He also completed numerous details at VA Central Office.

Hugh is especially proficient in all aspects of financial operations, turning data into information, and business planning for management. He also has taught numerous classes on the budget process, financial ethics and system redesign. He will be working with SAG to expand and enhance our efforts to bring operational efficiency and budgetary balance to VA medical centers and other organizations. Welcome, Hugh!

## **NEW PHONE NUMBERS AT SAG**

Please make a note of our new phone numbers at Sinclair Advisory Group:

- Seth Sinclair : (703) 665-4790
- Stan Sinclair: (703) 665-4791
- Chris Domergue: (703) 665-4793
- Main Number: (703) 665-4800

Thank you!

## HAPPY NEW YEAR

As 2011 ends and 2012 begins, SAG would like to take this opportunity to thank our clients and friends for sticking with us as our company has changed and grown. Change is always difficult, but we believe we will emerge from our own change process as an organization that is stronger, leaner and even more customer-focused than ever.

We know that our Federal clients have had a difficult year, facing a rapidly evolving budgetary climate that is challenging their ability to meet the needs of their many clients, as well as the demands of Congress and the White House. 2012 will require all Federal agencies to be even more attuned to the importance of getting value for the dollars they spend; to be more efficient in their budgeting processes; and to maximize all of the resources available to them—while not wavering in their commitment to excellence, and to outstanding customer service. If we at SAG can help you accomplish your goals, we hope you will not hesitate to contact us.

Despite the uncertainties of the year gone by, we hope you had an exceptional 2011, filled with personal and professional accomplishment, and that your holiday season was a safe and healthy one. We also hope that 2012 will bring happiness and success to each of you. All of us at SAG look forward to working together with you to meet the challenges the new year is sure to bring. We are truly grateful for your continued trust and confidence in us, as we enter what we believe will be a defining year for our company. Happy New Year!

## ASSOCIATES' AREA

- In addition to our New Year's wishes to our clients above, we would like to especially thank our Associates for their hard work and support. We hope you have enjoyed the holiday time you spent with family and friends, and thank you for your continued trust and confidence in our company. The expertise and enthusiasm you bring to our work is the key to our success, and we never forget that.

## THE LAST WORD

You are receiving this newsletter because you either are, or have expressed interest in becoming, a client or Associate of Sinclair Advisory Group LLC. To unsubscribe, click [here](#), and type "Unsubscribe" in the subject line of the memo.

*Sinclair Advisory group is located at 13665 Dulles Technology Drive, Suite 200, Herndon, VA 20170. Our telephone number is 703-665-4800. We are a Veteran Owned Small Business, an Equal Opportunity Employer, and a GSA Contract Holder (Contract Number: GS-10F-0272V.)*

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