

**CONFIDENTIAL**

# ADVISORY SERVICES

**Our work impacts your business:**

- Congressional testimony
- Guidelines & standards
- Research
- Advisory Services
- Education & outreach
- Executive briefings
- Publishing



Based on three decades of management consulting experience with global 1000 public and private organizations, we are frequently asked to give confidential advice and counsel and to conduct proprietary research. We understand the need for confidentiality and we have often dealt with complex forces like those that shape acoustics—forces that result from the dynamic interaction of public and private sectors.

We are happy to provide specific services on a contract basis. On proprietary assignments we draw upon rapid and direct access to thought leaders, experts and professionals worldwide who constitute an ‘expert bank’ representing six constituencies: public policy, law, management, medicine, science, engineering, architecture and planning.

## Experience

Our work in acoustics began a decade ago and is informed by similar work we have done in sixteen sectors across the global economy:

**Information technology**

**Banking & financial services**

**Arts & entertainment**

**Automotive**

**Higher education**

**Materials science**

**Pharmaceuticals**

**Biotech**

**Government**

**Environmental technology**

**Technology transfer**

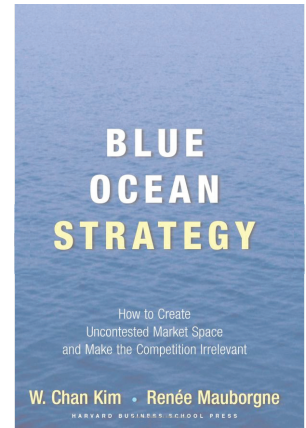
**Media & publishing**

**Commercial real estate**

**Retailing**

**Travel**

**Architecture & design**



**Read about why our approach to strategy works in *Blue Ocean Strategy* by W.C. Kim and R. Mauborgne, Harvard Business School Press, 2005**



**CALL 617-939-4250**

Here is a sampling of the types of private projects we have performed on contract in the field of acoustics over the past decade using methods proven in other sectors:

**Situation analysis:** Identifying and analyzing public policy and market changes that challenge your strategy and position, or open opportunities for new products and services.

**Competitive analysis:** Understanding competition; defining and sizing opportunities; uncovering emerging technologies; determining what alternative strategies to consider.

**Strategic & financial partnering:** Finding the best potential strategic and/or financial partners to provide leverage for reaching goals.

**Performance research:** Organizing and conducting independent research to test the impacts on human performance and/or animal behavior of certain approaches to noise control.

**Accelerated commercialization:** Breaking through barriers and ingrained traditions to streamline distribution channels or change industry structure; finding better and faster ways to bring novel technologies to market.

**Product development & positioning:** Defining and addressing unmet needs that match your company's core competencies.

#### Here are four ways we can work with you:

**Projects:** Executing specific research and strategy development projects planned around your objectives.

**Briefings:** Providing private briefings about organizations into whose workings we have unique insight.

**Seminars:** Delivering customized, onsite seminars ranging from a half-day to two days in length.

**Consultations:** Facilitating private consultations to advise on projects, draft and review documents before release and provide referrals to qualified local experts.

**We would be happy to explore the terms of a private engagement with you and prepare a proposal for services for your consideration.**

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**Acoustics Research Council**

Recognized as: ANSI S12 Work Group 44  
& the Joint ASA-INCE-NCAC Subcommittee  
On Acoustics & Speech Privacy in Healthcare  
& Green Buildings

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