

# WHO WE ARE

We are a global consulting company specializing in helping companies adapt and thrive in a rapidly changing world. Our body of knowledge and distinctions are grounded in philosophy, neuroscience and linguistics with primary focus on commitment as 'action-in-language' and as foundational to leadership and change.

We are a team of transformational leaders with substantive experience working as consultants, coaches and strategic advisors to business clients. The complex, inter-related challenges we face in our world today demand more of business leaders than at any previous time in history. We work as partners with our clients in fully engaging with our current reality and creating a future that is unpredictable.

Each member of our team shares an extraordinary, long-standing commitment to transformation—a commitment that contributes to the realization of our clients' visions, breakthrough projects and game-changing transformational initiatives. We work together in close alignment providing integrated coaching and consulting services that help leaders, their key executives and cross-functional teams go from vision to results in record time.



## Tim Seeton

is an advisor to CEO's and executives throughout the world, implementing dynamic visions and commitments in such a way that it revitalizes the organization and creates extraordinary performance.

Tim Seeton is recognized as one of the world's top organizational transformation coaches. A founding member of the Transformational Technologies Council with Jim Selman, in the early 80's. Tim was an early pioneer in changing 'performance consulting' into 'coaching' which created a whole new field of "coaching in business".

As a renowned authority on productivity programs and conflict resolution in multinational, capital-intensive industries, Mr. Seeton regularly consults on corporate communications and cross-functional teamwork.



## Jim Selman

the founder of Paracomm Partners International, is a recognized leader and authority in the field of organizational transformation and culture change. He was among the pioneers of organizational/management practitioners who identified the need for manifesting organizational change, distinguished the leverage points for leaders and managers to generate change, and developed a technology for accelerating the pace of change.

A member of the Transformational Leadership Council, this innovator and leader has worked extensively on four continents for more than 30 years to address issues of cross-cultural coordination, deconstruct deeply ingrained cultural 'paternalistic' patterns, and create business processes based on new ways of observing action. Jim currently consults internationally in English, French and Spanish.

# OUR WORK

## The Change We Seek Is A Shift In Mindset

### CONSULTING

ParaComm International consulting practice focuses on introducing new ways of thinking and leading that produce unprecedented results in multinational organizations. We use leadership language, tools and practices that transform how people observe their environment, effectively allowing them to see new possibilities and make extraordinary commitments that result in breakthrough performance and the transformation of their organizations.

### COACHING

Each of us has our own story of 'how the world works'—a story we believe is true. This belief limits what we can see and the choices we have available to us in each moment. Coaches observe the world in another way, see possibilities we cannot see, and engage us in exploring our story, our commitments and our actions.

### CREATE THE FUTURE

We are offering a transformational journey where we enter into a partnership to co-create something that has not existed before – an unpredictable future.

We use leadership language, tools and practices to transform how people observe their environment, effectively allowing them to see new possibilities and make unprecedented commitments that result in breakthrough performance.

Each engagement is a unique co-creation with our clients and is always about implementation of a client's **vision** and **commitments**.

We view leadership as being about '**creating the future**' and focus heavily on alignment of individual commitments within context of the client's organizational environment and business concerns.

We began developing the philosophy that underlies our approach in the early 1980s, with the **culture change work** we were doing with Lockheed, at Space Center in Houston, Texas. Our work has expanded worldwide over the last 37 years.

### OUR APPROACH

Our approach is based on distinct **language** to shift how people observe, their thinking (mindset) and their actions (behavior). Our work is explicitly not psychological but is grounded in action based learning and committed speaking and listening (conversations).

**We rely on individual commitment combined with building authentic relationship and trust to elicit collective results.**

Our body of knowledge and distinctions are grounded in philosophy, neuroscience and linguistics with primary focus on commitment as 'action-in-language' as foundational to leadership and change. Enrolling the Individual and Clarifying Commitments

### EVOLVING PROCESS

We are offering a **transformational** journey where we enter into a **partnership** to co-create something that has not existed before – an unpredictable future.

We employ **rigorous** planning and have a wide array of training, coaching and intervention techniques and capabilities to draw upon, we **do not** employ any single set strategy, process or procedure. Likewise our work is not based on a fixed formula or model for change management.

Our skilled and agile team of **Partners** look to meet challenges and opportunities as they arise. Our view is that 'breakdowns' are the stepping stones to breakthroughs.

# OUR RESULTS

Measuring the ROI of human capital and organizational development work is paramount to us. Real success relies on a shift in the individual employee's mindset.

From our perspective for fundamental change to occur, the change in mindset means a "shift in a person's ground of being" or attitude at a very deep and sustainable level. When this occurs, behaviors and moods change naturally.

## WHAT OUR CLIENTS SAY



**GOKHAN OGUT** *CEO, Vodafone Turkey*

"ParaComm helped me to build a truly unique culture in my organization that delivered not only breakthrough results but also high motivation and loyalty. ParaComm's Transformational Leadership Program is definitely the most powerful tool that I have experienced in my career to build a committed organization that delivers breakthrough results."



**BOB DRYBURGH** *PRESIDENT, Jenisys Engineering Products*

"What ParaComm does affects the fundamental culture, value and prosperity of there business. We set ourselves an unreasonable goal to double our size within five years while producing excellent returns – we achieved this a year ahead of plan. ParaComm played a key role in our ability to achieve this."



**BRIAN BALDOCK** *Chairman & Managing Director CBE, Guinness Brewing Worldwide*

"It is extremely rare for a highly successful company to 'stand in the future' and recognize the need to transform itself. ParaComm helped us create a cultural shift with a clear strategic intent for the business, and now all four world areas stand aligned on our common vision and strategy."