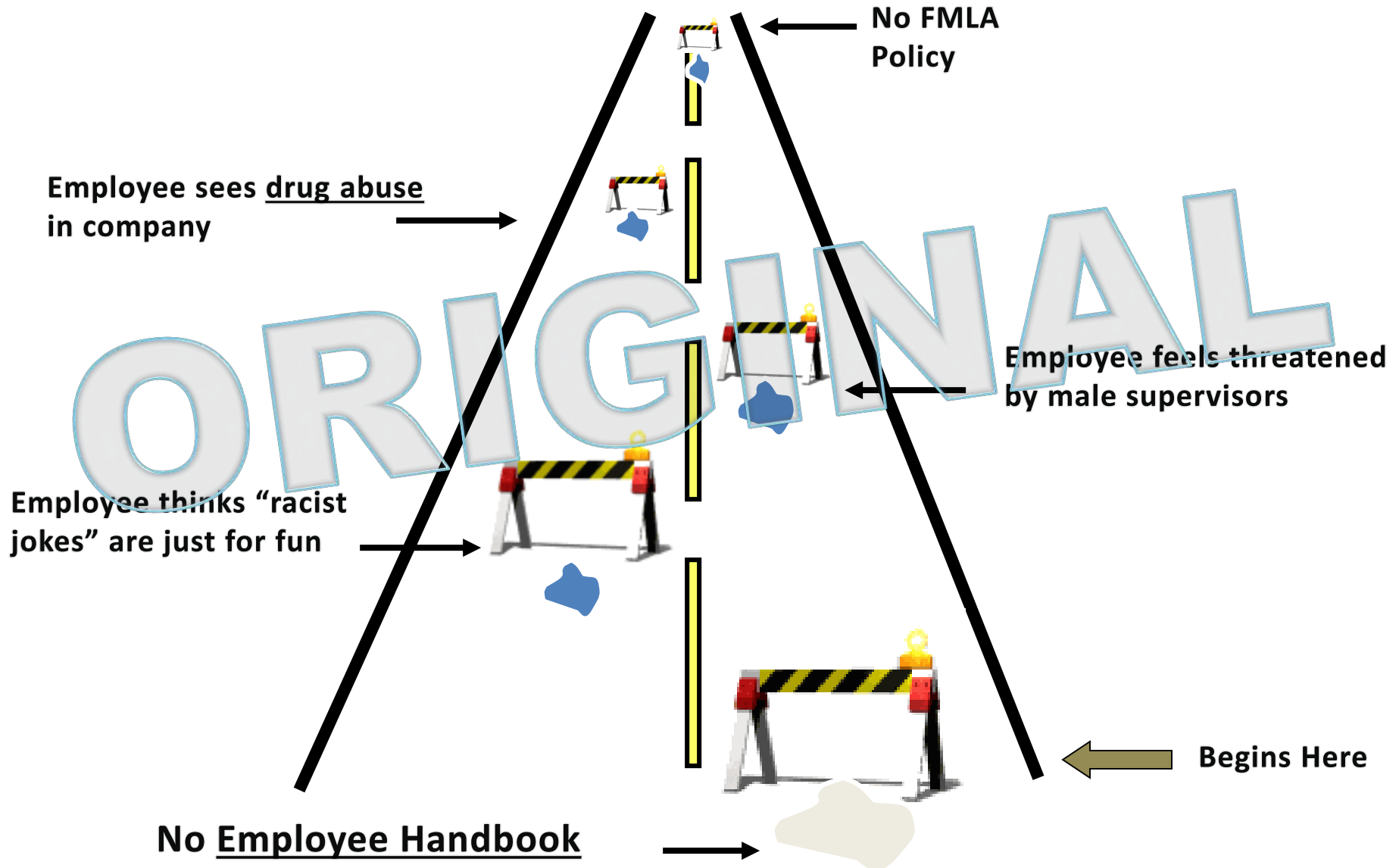


# BEFORE & AFTER SLIDE SAMPLES

TLC Creative Services, Inc.  
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951-526-2467



# Risk Management 365



# Risk Management 365

No FMLA Policy

Employee thinks  
“racist jokes” are just for fun

Employee sees  
drug abuse  
in company

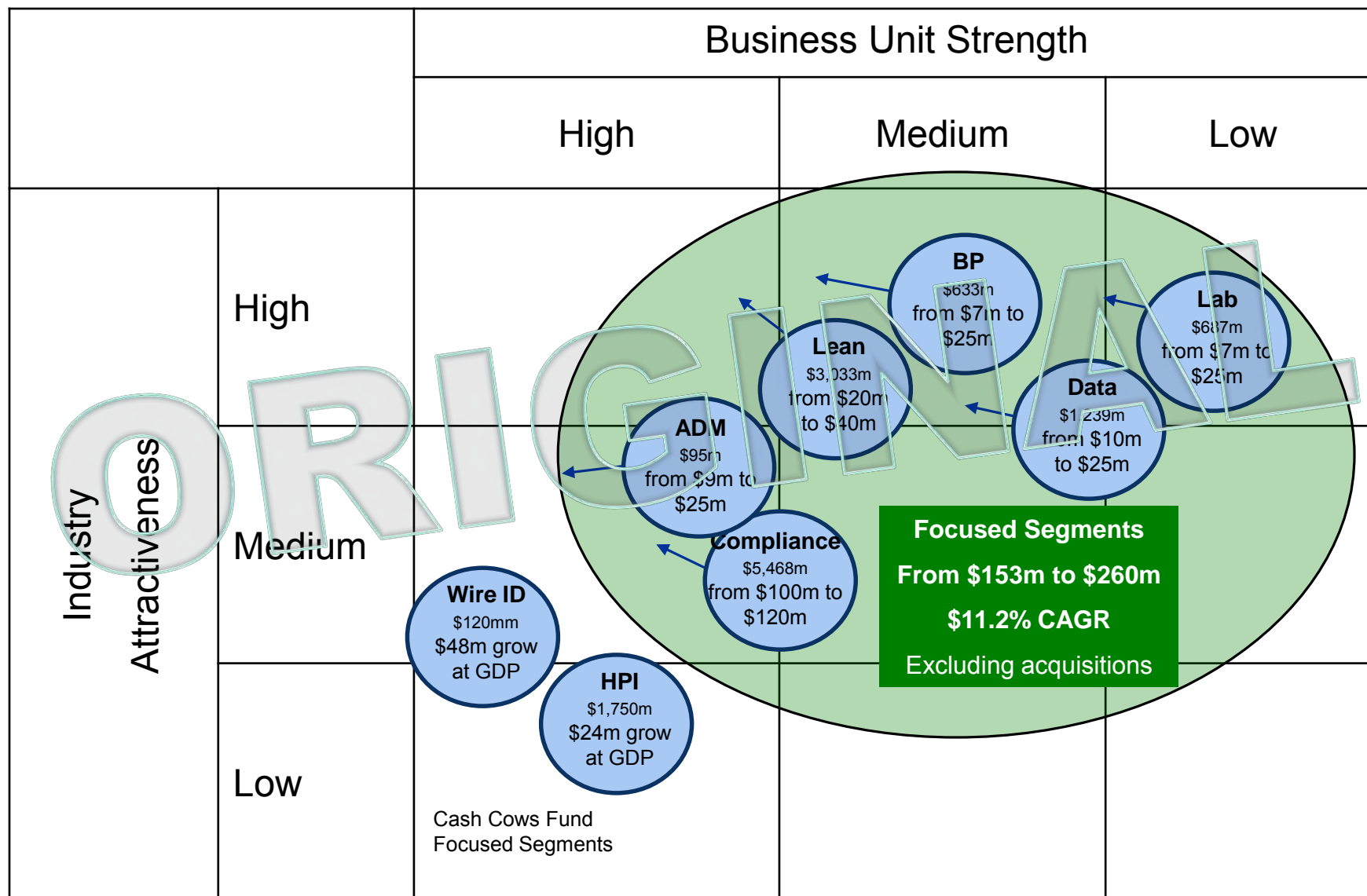
Employee feels  
threatened by  
male supervisors

Begins Here

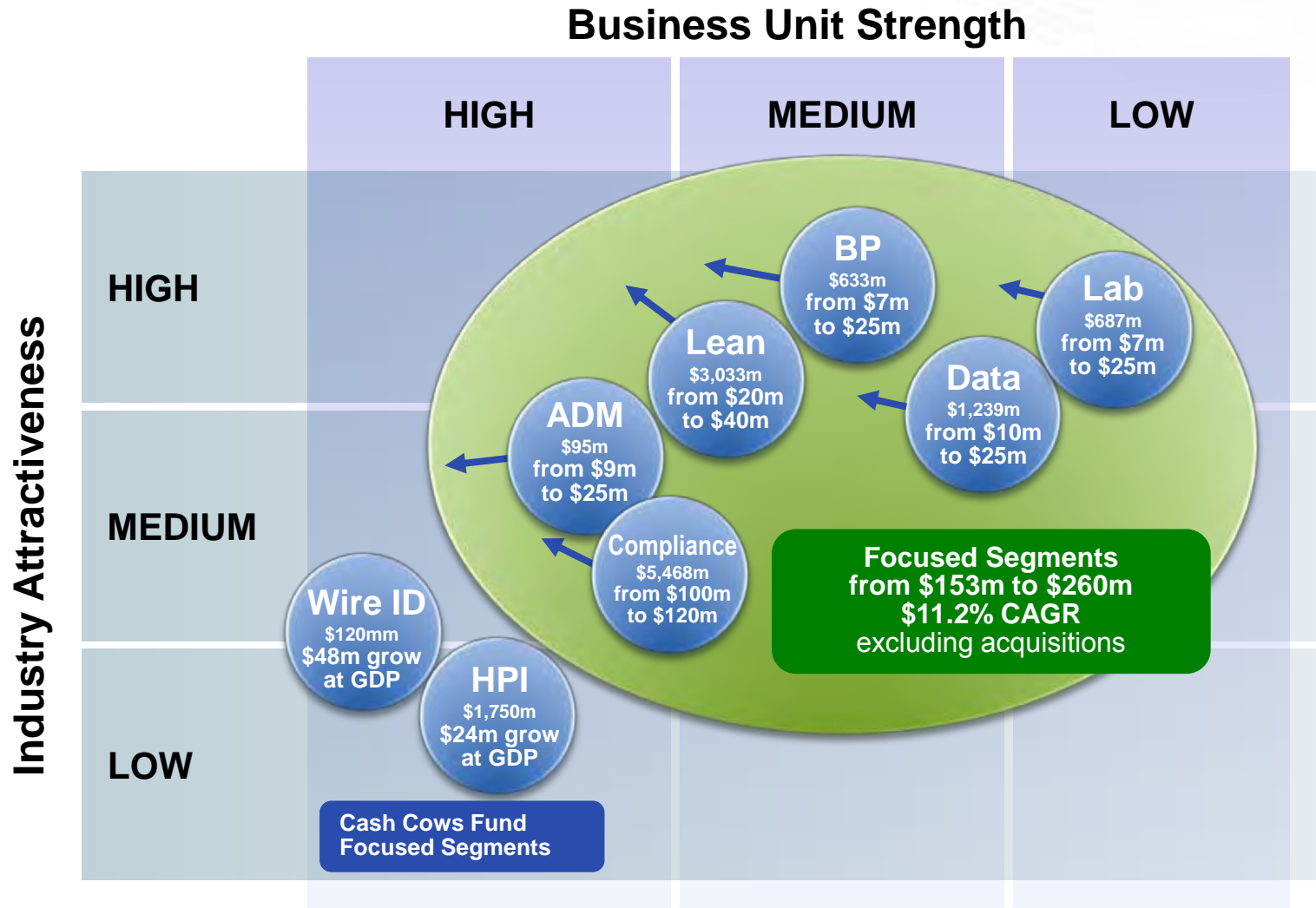
No Employee Handbook



# Business Segments: our playing field



# Business Segments: Our Playing Field

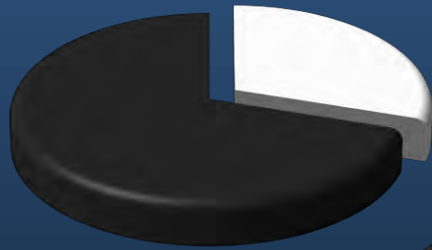




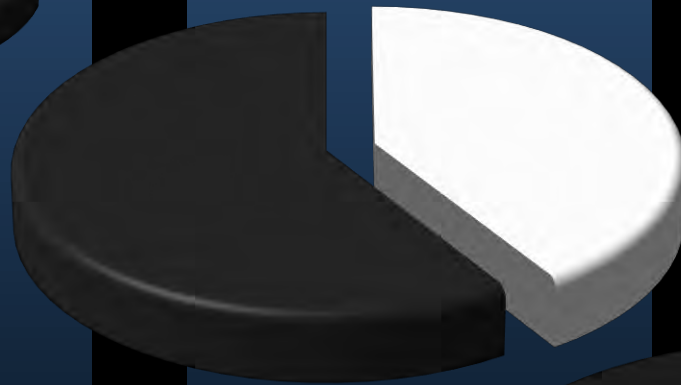
# Market Share Trends



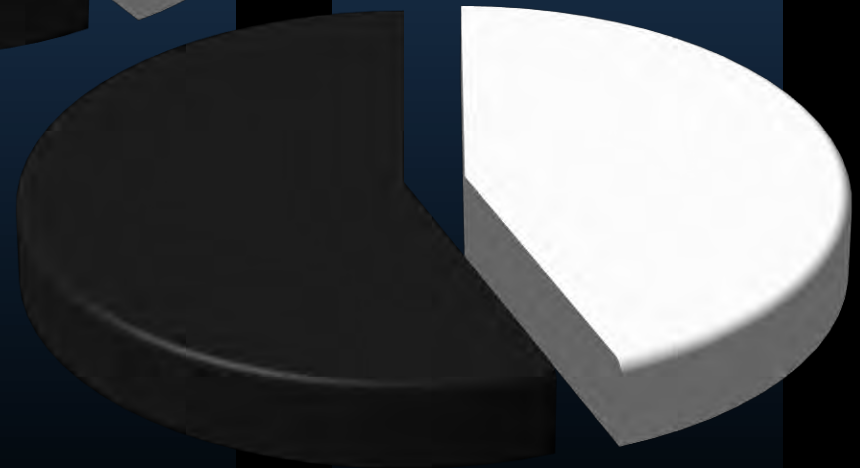
FY09



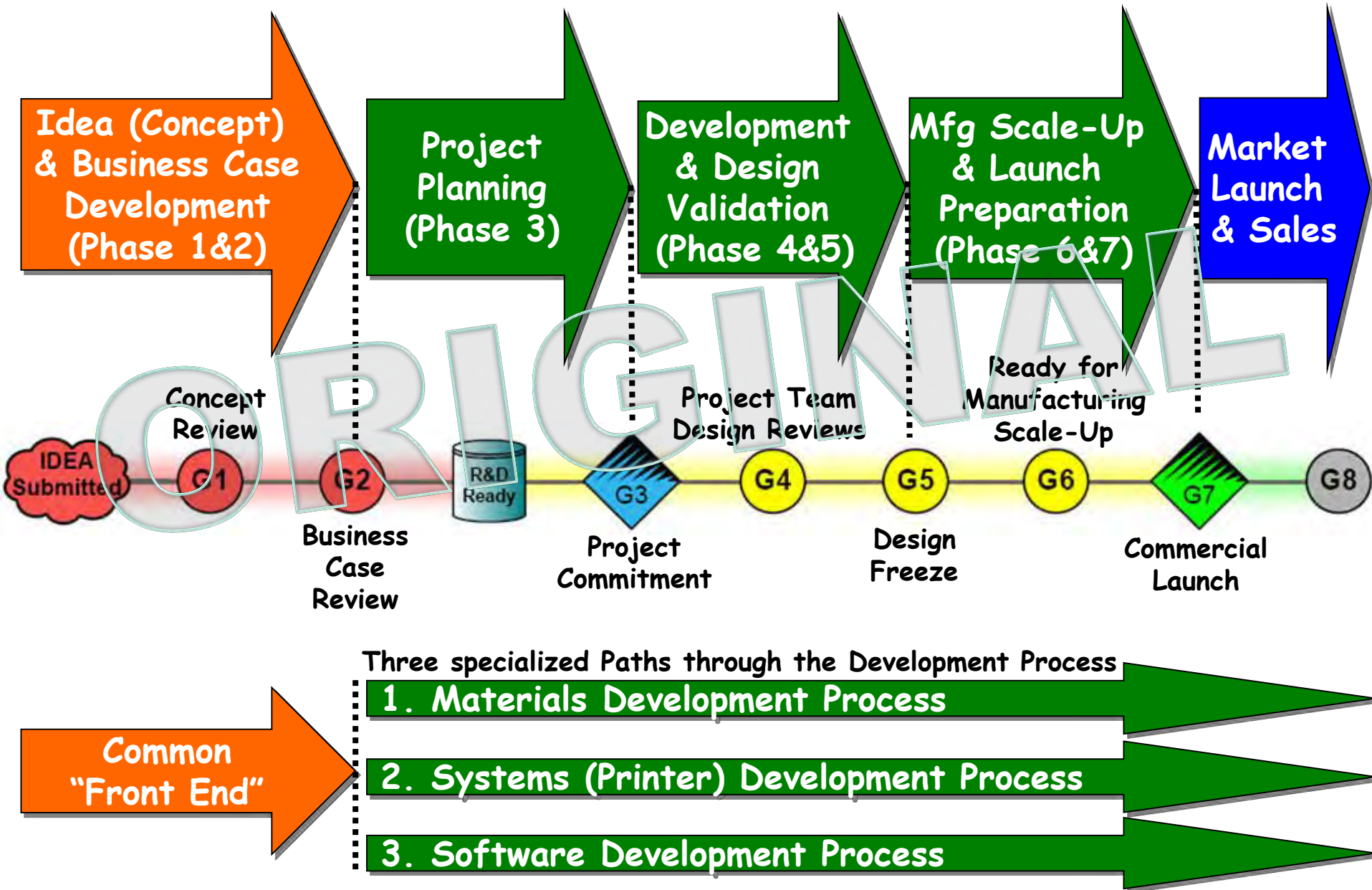
FY10



FY11

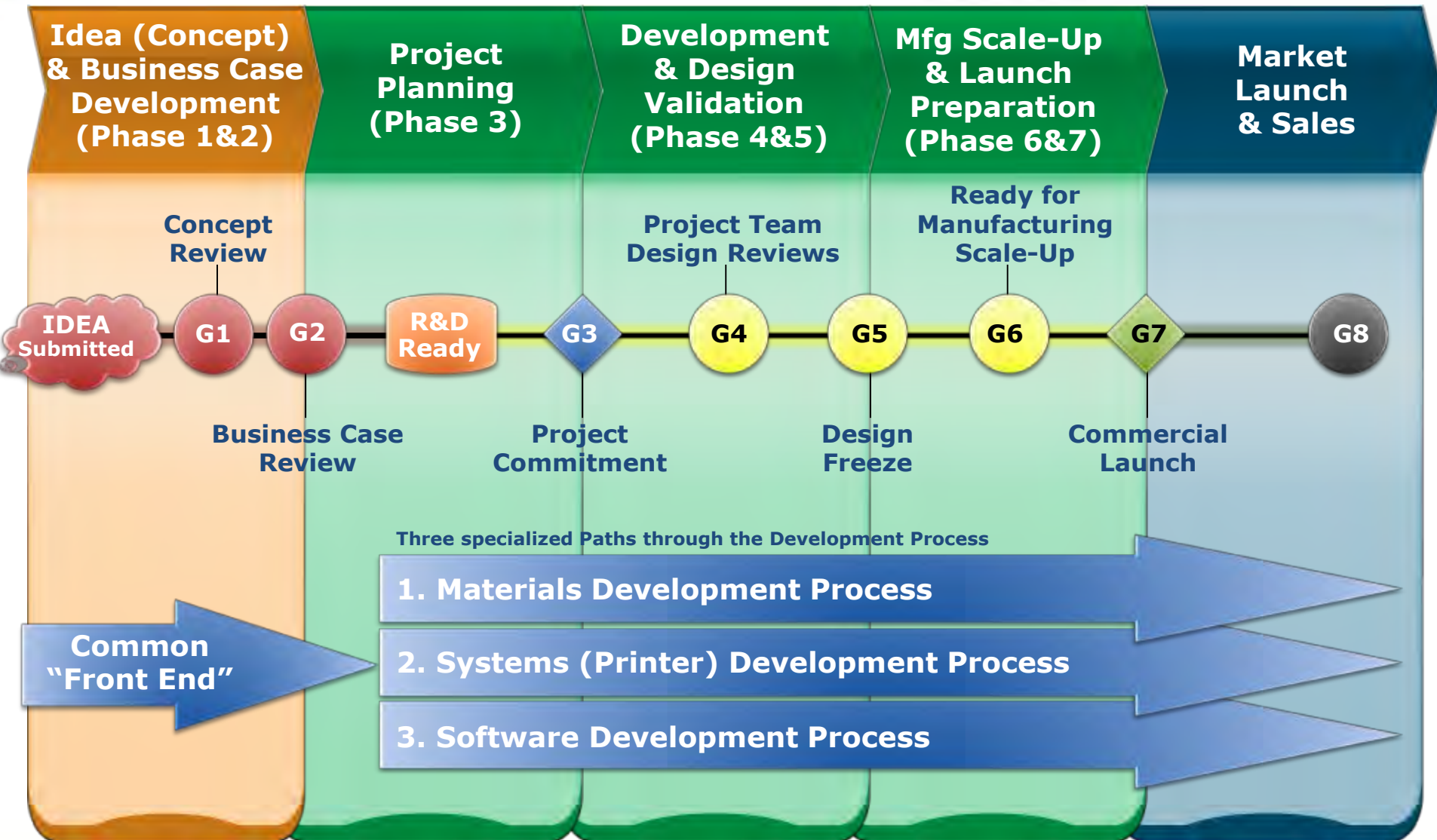


# Funnel Pipeline



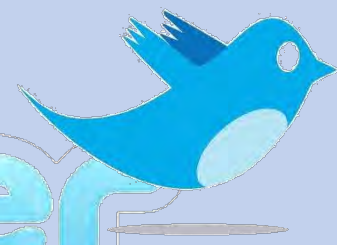


# Funnel Pipeline





# twitter



# facebook



# Social Networking





# SOCIAL NETWORKING

# Marketing excellence = 4 competencies

Strategic  
Marketing

Product  
Development

Content

Commercial  
Transaction

Driven by Customers

Strategy

Execution

Ensure WE  
understand  
what the  
customers  
needs

Ensure WE  
develop  
what the  
customers  
needs

Ensure  
customers  
understand  
their needs  
and want what  
WE develop

Ensure  
customers  
buy what  
WE develop

- Market Strategy
- Product Strategy
- Service Strategy

Identify, Size, Prioritize  
opportunity and know  
how to serve market

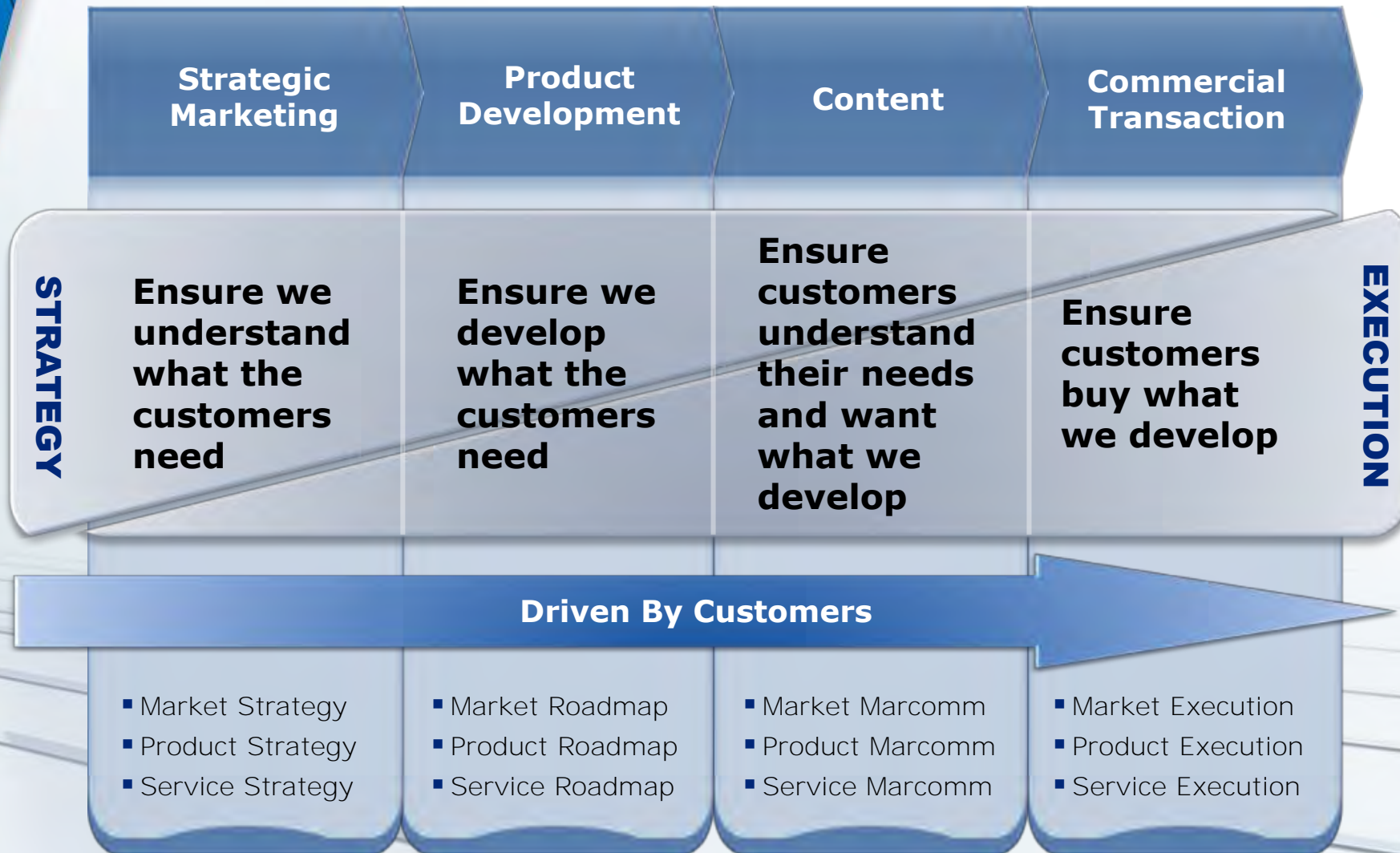
- Market Roadmap
- Product Roadmap
- Service Roadmap

Product = Market and/or  
Product and/or Service  
and/or combination

- Market Marcomm
- Product Marcomm
- Service Marcomm

- Market Execution
- Product Execution
- Service Execution

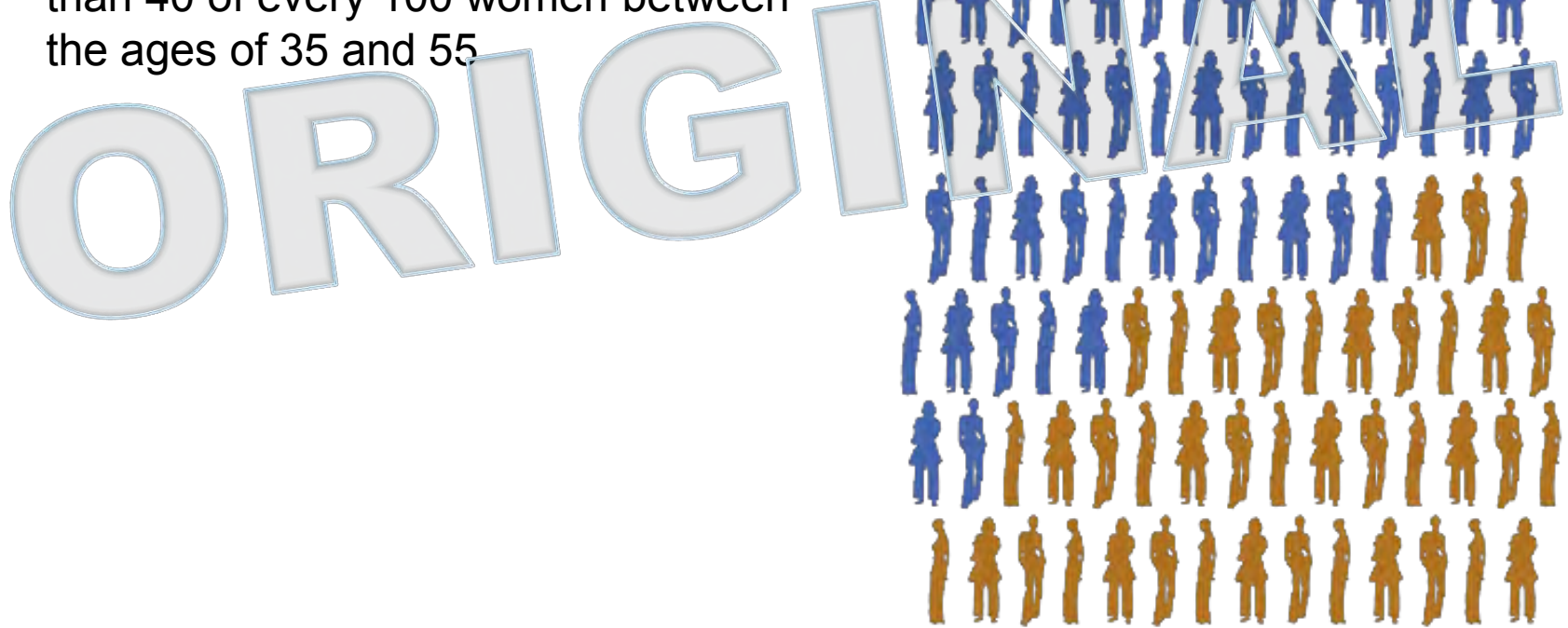
# MARKETING EXCELLENCE = 4 COMPETENCIES





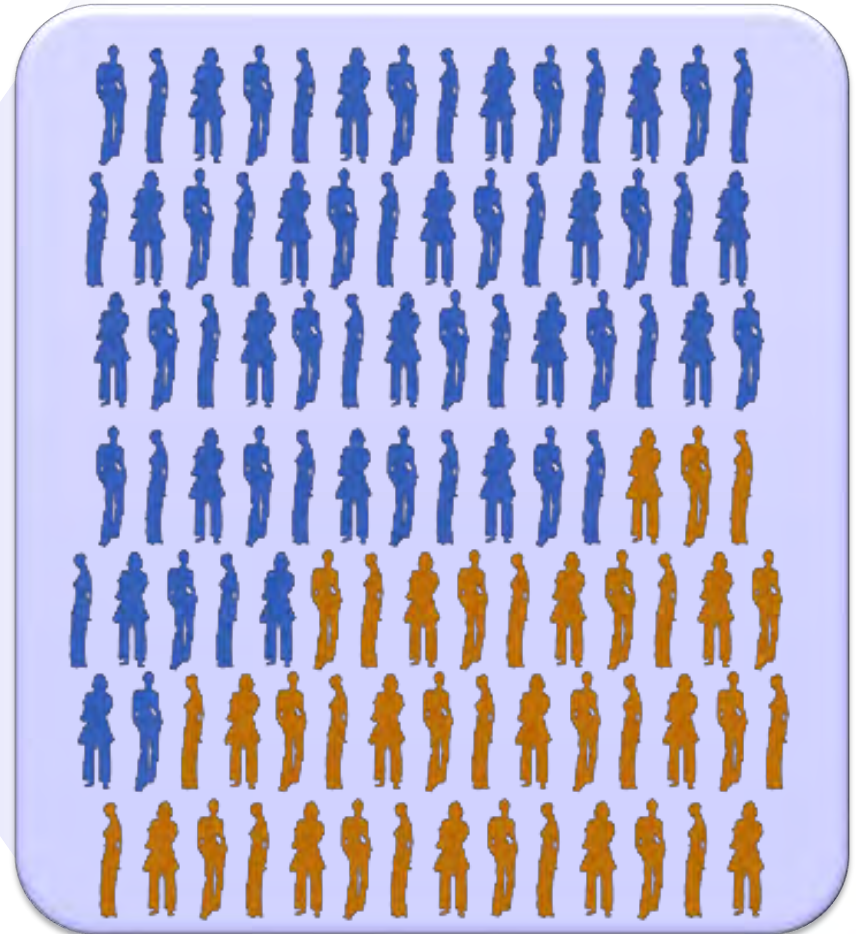
## Widespread Impact

In the United States, AUB affects more than 40 of every 100 women between the ages of 35 and 55

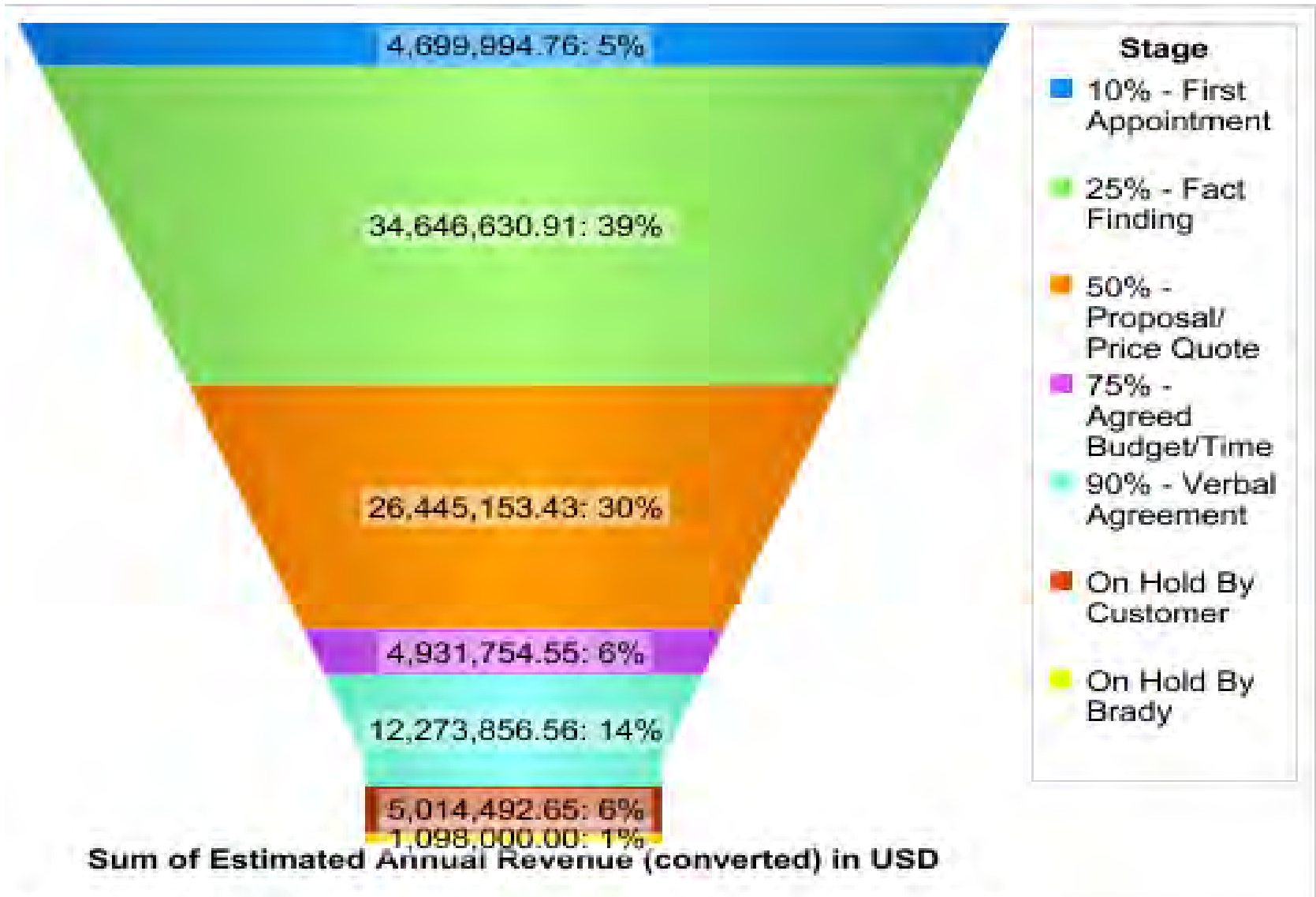


## Widespread Impact

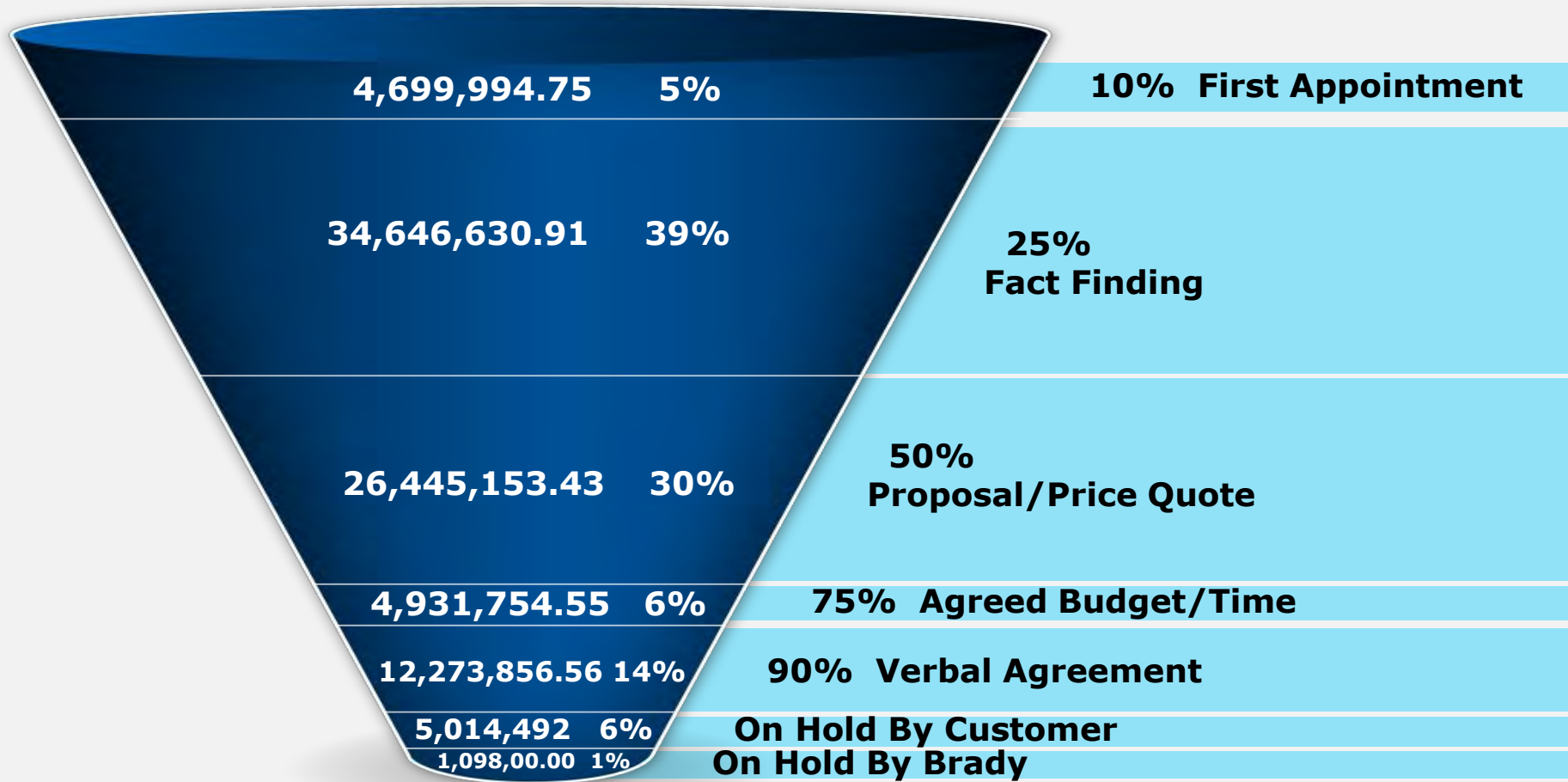
In the  
United States,  
**AUB affects**  
more than 40  
of **every 100**  
**women** between  
the ages of 35  
and 55



# Sales Funnel Pipeline



# Sales Funnel Pipeline



**Sum of Estimated Annual  
Revenue (converted) in USD**

# Key Attributes

- Premium partnership
- Know and valued, brining trust
- Increased revenue opportunities

ORIGINAL



# Norton Brings

Premium **Partnership**

Norton **Trust**

More **Revenue**

# Where to start:

**UNDERCOVER  
BOSS**

Employee Interviews

Mock OSHA inspection



Form I-9 Review/Audit



Employee Handbook  
Review



Insurance Review

Worker Injury Claim Review



# Where to Start

Employee Interviews



Form I-9 Review/Audit



U.S. Citizenship  
and Immigration  
Services

Insurance Review



Mock OSHA Inspection



Employee Handbook Review



Worker Injury Claim Review



# BEFORE & AFTER SLIDE SAMPLES

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