



# Alpine Link Corporation

## Our Focus

Alpine Link is a boutique consulting company providing professional services that help organizations and individuals reach their peak potential. We focus on improving effectiveness of management and sales practices through behavioral and operational change.

Organizations hire people, implement programs, and install expensive systems to improve performance, but they often miss the root cause – people’s limited ability to change their behavior. Achieving the highest levels of performance requires a focus on enabling behavioral change – not merely rolling out initiatives, installing systems, replacing people, or attending “off-the-shelf” training programs.

Enabling requires a blend of improved practices, targeted skills, and support systems. Support systems include processes, frameworks, automation, guiding principles, incentives, and leaders as coaches. Alpine Link specializes in these enablers to help you achieve improved leadership and sales performance.



## Our Approach

Enabling organizational change and performance improvement requires taking action in four areas - **1)** developing improved approaches and practices, **2)** creating the proper mindset, **3)** transferring knowledge and understanding, and **4)** building ability through application.



Through this integrated approach, organizations break through conventional barriers impeding higher performance.

## Our Difference

Alpine Link’s services are differentiated in five ways:

- 1. Our approach is based on practical experience, not theory.** We are business practitioners, not business philosophers. We fully understand the "what" and the "why", but uniquely focus on the "how". Our learning is experiential, not conceptual. We practice, not philosophize.
- 2. We customize our content to the specific needs of our clients.** People, organizations, customers, and markets are different. Off-the-shelf services and programs are great for basic improvement, but fall short of enabling top performance. We tailor our content to leverage our client’s unique capabilities and circumstances.
- 3. Our thought leadership is best-in-class.** We keep our expertise current and constantly update our rich principle centered how-to library of frameworks. Because most business issues are rooted in people issues, our library emphasizes influencing human behavior, hence our focus on enabling improvements in both leadership and sales.
- 4. We blend art and science.** We uniquely apply analytical capabilities such as root cause diagnostics, process modeling, and behavioral science to traditional intangibles such as self-improvement, organizational change, leadership, and sales.
- 5. Our abilities transcend the organizational ecosystem.** From our experience in working across multiple domains, we understand how one organizational element impacts another. As Abraham Maslow said, "If the only tool you have is a hammer, you tend to see every problem as a nail." We see problems for what they are, not for what we have to offer.

In short, our practical experience, tailored approach, thought leadership, and unique cross-domain capabilities provide our clients with more value in less time than with conventional training and consulting methods.

The trainers, coaches, speakers, and consultants you bring in set the standard for your employees to follow and reflect your leadership competence. Use Alpine Link and set the standard high.

To contact Alpine Link Corporation, call 970-453-4924 or email [info@alpinelink.com](mailto:info@alpinelink.com).

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