

Sedaa Corporation



Company's Background

- Founded & in business since 2000
- A Services company made up of 3 business units
 - **Consulting Services:** Specializing in OD/OCM, and related subjects.
 - **Recruiting Services:** Specializing in contract and well as employee placement.
 - **Membership Services:** Over 300 participating members in 26 countries
- **Global Company**
 - 50+ affiliated consultants in the Bay Areas
 - 300+ relating consultants around the globe

Sedaa Corporation practices under the laws of California



Sedaa's Clients & Experience

WIND RIVER



SUNPOWER

Click here for more clients and info:

http://www.sedaa.net/modules/consulting_services/about_us/client.php

FLEXTRONICS

PMC
PMC - SIERRA



MCKESSON
Empowering Healthcare



Consulting Services and Type of Projects

- Change Communications
- Project Change Management
- General Change Management and OD
- Training and Development
- Process Consulting
- Business Strategy
- Graphic Recording
- Meeting Facilitation and Governance
- Other

Types of change projects:

1. Strategy Development
2. Restructuring and Reorganization
3. Culture Change
4. Reengineering Initiatives
- 5. Technology & System Driven Change**
6. Flexible Work Environment and Sustainability



Recruiting Services Areas of Expertise

- Hardware Engineering
- PM
- Finance
- IT
- HR
- Admin
- Other



Conscious Use of Self → Create a Viral Effect → Increases Change Adoption Rate

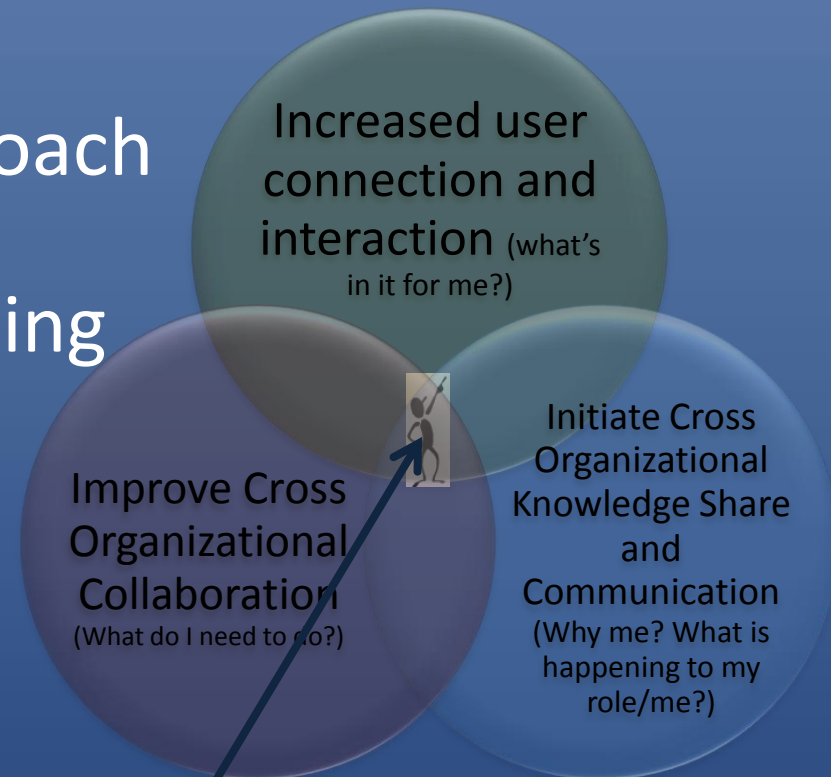
- **Red Carpet vs. Boxed Approach**

(soft vs. hard hand off)

- **Collaboration style Consulting**

- **Integration with PLC**

- **Result Driven**



Increased Adoption



What we don't do

- Place consultants and move to the next placement opportunity
- Superficial Band-Aids
- Get stuck with our processes – there is always another way



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