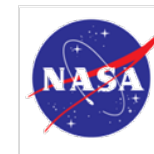




# Holland & Davis Is Known by

## *The Company We Keep*

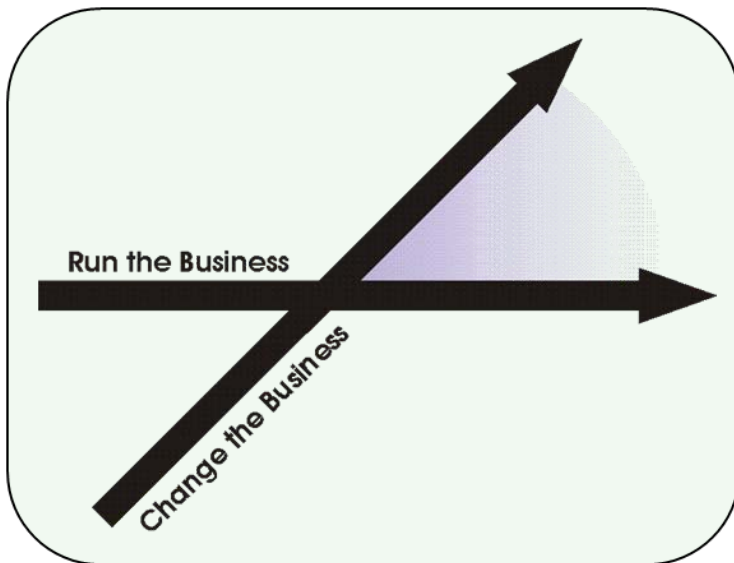
### Clients & Projects 2002-2008





# *The Company We Keep: Change Projects from A to Z*

Our clients are experts at Running  
their Business.



We are experts at  
Changing their Business ...  
on target, on time and on budget.



# ***Holland & Davis Has Led Change Projects In:***

- Change Engineering
- Program and Project Management
- Process Enhancement
- Technology Planning and Implementation
- Strategy Development
- Strategy Implementation
- Reengineering
- Talent Management



American Institute of Certified Public Accountants  
(New York City; Jersey City, NJ; Durham, NC )

- Program/Project Management
- Relocation Transformation



(San Antonio, Texas)

- Long-Range Planning
- Supervisor Training



(National; Atlanta, Georgia)

- Shared Services Design & Implementation



(Houston, Texas)

- Project Management



(Austin, Texas)

- Change Management



(Frankfurt, Germany)

- Vision Communication
- Change Management
- Strategy Implementation



(Houston, Texas;  
Global Project)

- Business Readiness for System Implementation



(Houston, Texas)

- Organizational Support
- Procedure Development
- Strategy Development



(Houston, Texas)

- Change Management
- ERP Implementation
- Program/Project Management
- Digital Oilfield Project
- Target Operating Model
- Business Readiness for System Implementation



(Houston, Texas)

- Performance Consulting



**CALTEX**

(Dallas, Texas)

- IT Planning



(Houston, TX)

- IT Strategy

# ChevronTexaco

(Singapore)

- IT Planning and Implementation



(Houston, Texas)

(San Antonio, Texas)

- Training
- HR systems requirements development and business needs analysis



(Houston, Texas)

- Strategic Planning



(Houston, Texas)

- IT Transition
- Change Management



(Houston, Texas)

- Process Re-engineering



(San Antonio, Texas)

- ERP Change Management



(Houston, Texas)  
(Oklahoma City, Oklahoma)

- Business Analysis



Dooley Tackaberry  
(Houston, Texas)

- Business Unit Analysis





(Houston, Texas)

- Process Re-engineering



(Perris, California)

- IT Strategic Planning



(Houston, Texas)

- Change Management



(Houston, Texas)

- Management Training



(Marshalltown, Iowa)

- ERP Implementation Support



(Houston, Texas)

- Process Improvement



engineering and construction contracting association

(San Francisco, California)

- Conference Program Management



(Houston, Texas)

- Alliance Management



**ENTERSYS GROUP**  
Sustainable Solutions.

(Houston, Texas)

- Strategic Planning



(Princeton, New Jersey)

- Process Management & Improvement

**ExxonMobil**

(Houston, Texas)

- Process Improvement
- Project Management Methodology



**FRIEDKIN BUSINESS SERVICES**

(Houston, Texas)

- Human Resources Services
- Strategic Planning Consulting
- Merger and Acquisition
- Project Management



- Program Management
- Project Management



- Program Management
- Project Management



- Strategy Development & Implementation
- Project Management Methodology Development & Implementation



- Project Management



(Austin, Texas)

- IT Strategic Planning



(Amarillo, Texas)

- HR Transformation



(San Antonio, Texas)

- Project Management
- Technology Modernization
- Process Improvement
- Strategic Planning



(Kansas City, Kansas)

- Change Management



(Oklahoma and Florida)

- **Process and Procedures Training**



(Houston, Texas)

- **Business Readiness for System Implementation**



(Texas and Colorado)

- **Business Readiness**



(Houston, Texas)

- **Organizational Structure**
- **Project Management**



- Strategic Planning and Implementation



- Strategic Planning and Implementation



- Sales/Marketing Competency Development



- SOX Controls
- Change Management
- IT Strategy



(Houston, Texas)

- Clinical Research Management
- Project Management (Coaching)
- Management Education



(Houston, Texas)

- Proposal Support
- Management Team Building
- Culture Change



(Houston, Texas)

- Process Improvement



(Houston, Texas)

- Strategic Planning





(San Antonio, Texas)

- Operations Improvement



(San Antonio, Texas)

- Operations Improvement



U.S. Department of Interior

(Washington, D.C.)

- Change Management



- Organizational Development Support



(Houston, Texas)

- Technology Planning
- Technology Transfer



(Houston, Texas)

- Personnel Planning



Newfoundland Department of Transportation and Works

(St. John's, Newfoundland, Canada)

- Project Management Systems
- Capital Management Systems
- Best Practices Center



(Houston, Texas)

- Business Readiness for System Implementation



(Houston, Texas)

- IT Process Improvement



(St. John's, Newfoundland, Canada)

- Project Management Systems
- Maintenance Operations Manual



(Calgary, Alberta, Canada)

- Engineering Strategy



(Houston, Texas)

- Program Management

 Object Technology International Inc.  
(Phoenix, Arizona)

- Process/Reorganization



(Houston, Texas)

- Strategic Planning



Project Management Institute

(Houston, Texas)

- Process Improvement



A brand of Harcourt Assessment, Inc.

(San Antonio, Texas)

- Change Management
- Red Zone Management

# Raytheon

(Madison, Mississippi)

- Business Development Process Improvement



(Houston, TX)

- Project Planning
- Process Improvement



(Chicago, Illinois)

- Organizational Development Support
- Process Improvement
- Program and Project Management



(Dallas, Texas)

- Strategic Planning



- **Streetlight Design, Construction and Maintenance Business Feasibility Analysis**



- **IT Strategic Planning**



**City of San Antonio**  
(San Antonio, Texas)

- **Strategic Planning Support**



**(San Antonio, Texas)**

- **Project Management Training**

# Schlumberger

(Houston, Texas)

- IT Outsourcing Consulting
  - Strategic Planning
  - Strategy Implementation
- 

# Schlumberger

GeoQuest

(Houston, Texas)

- Project Management
  - Organizational Alignment
- 



(Houston, Texas)

- Change Management
  - Program and Project Management
  - IT Planning
- 



**Shell International  
Exploration and Production**

(Houston, Texas)

- Product Strategy



## Shell Oil Products US

(Houston, Texas)

- Project Management
- IT Metrics
- Change Management ERP



## Solvay

(Houston, Texas)

- Business IT Alignment
- Communications Process Improvement



## Solvay Advanced Polymers

(Atlanta, Georgia)

- Strategy Development & Implementation



## Solvay Fluorides

(St. Louis, Missouri)

- Operations Improvement





## Solvay Minerals

(Houston, Texas)

- Operations Improvement



## Solvay Pharmaceuticals

(Atlanta, Georgia)

- IT Strategy



(Houston, Texas)

- Merger Integration
- Process Improvement
- Activity Based Costing



(Indianapolis, Indiana)

- Operations Improvement



(Houston, Texas)

- **Business Readiness for System Implementation**



(San Antonio, Texas)

- **Software Implementation**
- **Business Readiness**
- **Large System Change Management**



(Houston, Texas)

- **Marketing Services**



(Houston, Texas)

- **Management Training**
- **Strategic Planning**
- **Market Research**



- Strategic planning facilitation and Strategic plan writing



UNIVERSAL ENSCO, INC.  
(Houston, Texas)

- IT Strategy Development & Implementation



Weather & Aviation, Inc.

(Houston, Texas)

- Portfolio Management
- Process Redesign



(Urbana-Champaign, Illinois)

- Shared Services



**THE UNIVERSITY**  
*of TEXAS*  
HEALTH SCIENCE CENTER  
AT HOUSTON

(Houston, Texas)

- **Organizational Alignment**



(Houston, Texas)

- **Change Management**
- **IT Architecture**
- **IT Management**
- **Technical Computing**
- **IT Security**



**U.S. AIR FORCE**  
(Washington, D.C.)

- **HR Support Process Improvement**
- **Security Support**
- **Keesler Air Force Base (Mississippi) Training**



**Department of  
Veterans Affairs**

(Temple, Texas)

- Strategic Planning
- Implementation of TQM
- Process Improvement Training



- Project Management
- Compensation Analysis
- Process Management



(Houston, Texas)

- Process Redesign

# Company References

"I don't believe AML would have successfully gone through an initial process improvement without the help of Holland & Davis. Holland & Davis helps make "things" happen. They can give you the "tools" you need to successfully complete a process improvement."

- *Tammy Schultz, American Memorial Life*

"Holland & Davis gave us invaluable insight into our strategy implementation. Without their help, we would not have had as successful a strategy rollout."

- *Division President, Aventis Pharmaceutical*

"With Holland & Davis' help, I now have the insight to improve my organization and to make those changes long lasting."

- *Burt Branstetter Vice-President and General Counsel, Chevron USA*

"For more than 20 years, Holland & Davis has helped us through a range of challenging issues, from CEO succession, to Operational Improvement, Performance Management and Executive Coaching...all of which has helped us to achieve and maintain our industry standing."

- *Major Financial Service Firm*

# Company References

“Dutch (Holland) is the most down to earth change advocate I have met in my 35 years of struggling with change. Where else do you have a University of Texas, Ph.D. that will hit you about the head to get your attention? His book is another example of his “get involved, make something happen and go-do” approach to change. This is not academia, this is the real world!”

*- Fred Hubbard, Sr. Vice President, Bell Helicopter Textron*

“Holland & Davis Brought process expertise that we did not have inside the plant. Brought a focus through near full time involvement that we could not do internally. Wide spectrum of tools, not a “one-size-fits-all” solution. Worked hard to be sure ownership of the solutions were ours, not theirs.”

*- Bob Brinly, Plant Manager, Rohm & Haas*

“Holland & Davis was extremely valuable in being able to draw us out of the “box” of traditional thinking. The value is in results – the results come from inside the company, not from without. They challenge everything. They force you to think.”

*- Mike Brown, TAG/Textron Aeronautics*

# Company References

"Without Holland & Davis involvement in our organizational transformation, we would not have been successful in accomplishing what we have to date."

- *Division President, Rohm & Haas*

"With Holland & Davis' help, I now have the insight to improve my organization and to make those changes long lasting."

- *Edwards Air Force Base*

"Our latest systems upgrade, using Holland & Davis' Operations Integration tools and techniques, is now viewed as a best practice across the organization."

- *Project Manager, Shell*

"Workers throughout most organizations understand, by now, that change is really the rule. Dutch Holland provides the clearest, most practical guidance imaginable on integrating the running of any business with implementing changes necessary to assure future success. His "dual perspective" of running the business while changing it is a simple, but powerful and inspiring model!"

- *Burt Branstetter, Vice-President and General Counsel, Chevron USA*



# Company References

The value of any consulting organization is measured by the expertise that can be contributed to a particular situation. The consultant, in addition to providing a level of expertise, should be able to communicate effectively with the appropriate employees in order to formulate the best solution after taking into consideration the overall situation. Unless a consulting organization can effectively accomplish both aspects, as previously stated, they have not provided their customer with full value.

Holland & Davis is unique, in that their approach allows for the customer to be actively involved in the decision making process. Too many consultants make recommendations in a vacuum, not taking into consideration issues such as each customer's cultural environment, regulatory issues, political makeup, etc. The result is a series of recommendations that are destined to either fall short of expectations or will fail. With Holland & Davis, there is a buy-in from affected groups so that the experience and knowledge within these groups are leveraged as part of the overall solution. Holland & Davis's strength lies in their ability to draw out internal ideas and formulate solutions that include the ideas from impacted employees. ... Additionally, Holland & Davis has an overall attitude that is extremely positive.

*- Brian Davis, Service Corporation International*

# Company References

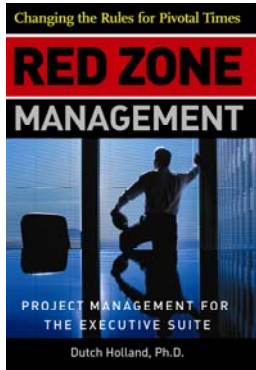
“Holland & Davis acts as a consultant/advisor to our organization. They bring ideas – they do not do stuff. This means that the organization has the “buy in” because they are the implementers of the ideas. Holland & Davis is different because of the high quality and leading edge of the ideas they present & a knack for cutting through the latest fashion hype and linking together all the business thoughts and approaches. (They are) general overall management consultants not wedded to any one concept (such as TQM, reengineering, etc.) Able to give clear recommendations on approach from the big picture point-of-view.”

- *David G. Birney, President, Solvay Polymers, Inc.*

" Holland & Davis provides simple, practical help. We didn't have to learn consulting jargon...they spoke our language and helped us enormously. Holland & Davis brought valuable structure and insight to our process development efforts. Holland & Davis possesses unique expertise in the area of process management and process definition. They know how to anticipate and manage human responses to it. I placed great value on the services they provided us. Holland & Davis was a pleasure to work with. They generally went the “extra mile” in working to ensure our success.

- *Insurance Client*

# Holland & Davis Books

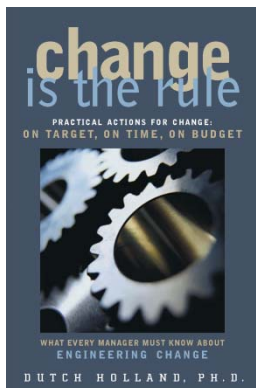
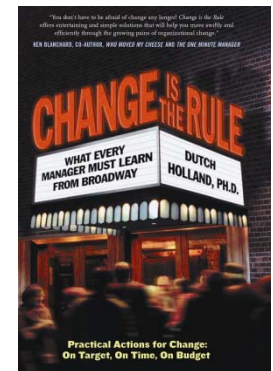


## Red Zone Management

THE Playbook for today's troubled business environment...when all businesses find themselves in the Red Zone. The Principles of Red Zone Management clearly spell out the proven management roadmap for making changes during these turbulent times.

## Change is the Rule

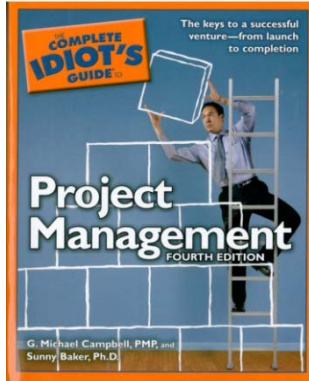
With a 5-star rating on Amazon, this book is considered by many to be the most useful and practical explanation of how changes are managed in the modern organization.



## Engineering Organizational Change

THE template for dealing with organizational change as a technical as well as a social engineering problem. Includes step-by-step moves that are absolute requirements for an organization to have lasting change.

# Holland & Davis Books

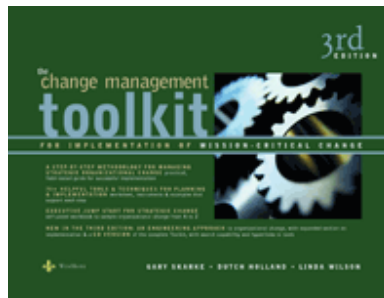
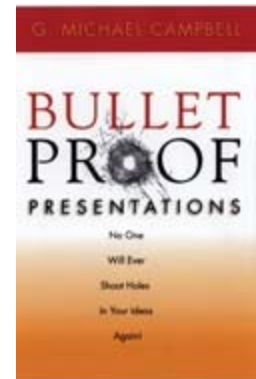


## The Complete Idiot's Guide to Project Management

You don't have to be an MBA to learn the principles of project management! This book gives you comprehensive, easy-to-understand guidelines for getting your projects done on time and under budget.

## Bulletproof Presentations

Gives practical, easy to follow guidelines, coupled with the blueprints that will allow anyone apply the techniques immediately. Also details on how to outline and organize an effective presentation and perfect strategies to captivate any audience are included.



## Change Management Toolkit

Purchased by more than 200 firms for use in guiding their Change Management projects. Including detailed, proven and tested tools and templates to ensure change success.

# Accolades for our Books

“Dutch Holland has written an excellent book on the process of change management. It is a useful and practical guide for all of us engaged in managing change. His style and wit make this an enjoyable read.”

- *Pat Murray, President, Dresser Equipment Halliburton Corporation*

“Dutch Holland brings home the hard realities of change management and constructs a practical and thorough blueprint for change formed from successful application with many diverse clients. The methods described in his book and used by his firm work because they embrace, from first hand experience, the intricacies of how people effectively work with change and are boldly led through change.”

- *Alan B. Markert , Former VP Finance, H-E-B Grocery Company*

“You don’t have to be afraid of change any longer! Change is the Rule offers entertaining and simple solutions that will help you move swiftly and efficiently through the growing pains of organizational change.”

- *Ken Blanchard, Co-author, Who Moved My Cheese & The One Minute Manager*

# Accolades for our Books

“ ...a Red Zone loss could mean irrecoverable losses for your company. Among conditions that flag a Red Zone: major shifts in competitive strategy, mergers, culture changes, and implementation of new computer systems. Principles for success under Red Zone conditions include practical advice such as, "Put the Best Players in the Game." Holland points out that "if you select your organization's best for the Red Zone and your key executives are not on that list,...you may want to do some re-staffing." Red Zone Management pulls few punches, and its perspective is likely missing from many a boardroom.”

*- John Cusick Vice President, Integrated Supply Chain,  
Florida Power and Light*

“This book is a must read for anyone trying to manage the change process. A work of art that tells the reader in easy to understand language how to manage the process. It will serve as a desk reference the manager or executive can and should use for a successful outcome. In a real life application, Marathon Ashland Petroleum LLC followed this process in forming a successful merger of two petroleum companies.”

*J. Louis Frank, President, Marathon Ashland Petroleum*

# Accolades for our Books

“Dutch Holland performs a valuable service with this book—demystifying the planning and management of large scale organizational change. He convincingly argues that managing change is not a “black art,” and not touchy-feely exercise in group therapy. Instead it’s more like an Engineering discipline, with a small set of basic principles and known, practical skills that are readily acquired by most managers. His position that an organization should be viewed as a mechanical system first, and a social system second ensures that the cart isn’t placed in front of the horse. In fact, dealing with his five “nuts and bolts” change factors is enormously helpful in addressing “social issues” and ensuring alignment between the change vision, people, processes, technology, and week-by-week action plans.”

- *John A. D'Angelo Manager, Business Transformation Services, Schlumberger--GeoQuest*

“Dutch Holland, through his 30 years of experience as a businessman, sole-proprietor, entrepreneur and management consultant, has managed to assimilate a highly practical and common-sense approach to addressing change as a constant way of life in 21st century competitive business. Change Is The Rule will be among the required reading for my executive leadership team as we continue to drive for dramatic business growth and value creation for Texaco in the highly competitive domestic energy markets.”

- *W. Robert Parkey, Jr. President, Texaco Natural Gas Inc.*

# Accolades for our Books

“Change is definitely the rule in today’s health-care industry. The old paradigms just don’t work today, nor will they in the future. Dutch Holland offers some insightful thinking on how to manage change to create the new paradigms that all successful organizations will need in the 21st century.”

*- Mark A. Wallace, President & CEO, Texas Children’s Hospital Houston, Texas*

“Organization change - on target, on time and on budget... what a concept! How easy it is to forget these fundamentals when we leap off the cliff of organizational change! The basics aren't new - but they're organized in a way that you want to slap yourself on the forehead and say "why didn't I think of that"!”

*- Katherine M. Tamer, Vice President and Chief Information Officer, United Space Alliance*

“Multiple rapid changes, successfully executed, will be the key to the 21st century business. Dutch lays it out—change must be managed. To expect transformation without good management is a dream. This is a book that must be “on the desk” of a successful 21st century CEO.

*- Major General John S. Parker, M.D. Commanding General, Medical Research and Material Command, Fort Detrick, MD*



# Accolades for our Books

"Change is the Rule is a great help to a necessary, complex and frustrating challenge. Dutch hits the key issues for successful organizational change in an easy to read and understandable way. Chapter Four's focus on a detailed vision is crucial for getting off to a good start. Chapter Nine, 'Running the Business While Changing the Business' is essential for lessons learned from others and understanding why many change efforts fail."

*- John V. Parziale Senior VP Planning & Technical Resources, Marathon Oil Company*

"Dutch has captured the essential elements for victory in critical, career changing events--The Red Zone. This book is a valuable, practical tool for all managers and leaders, and confirms for me why our company has relied on his advice for approaching 20 years."

*- Drew Alexander, CEO, Weingarten Realty Investors*

# Holland & Davis has published articles in the following journals:

- Advance for Health Information Executives
- The American Oil and Gas Reporter
- Data Management Newsletter
- Database Trends and Applications
- Energy IT Magazine
- Evolvent Magazine
- Executive Excellence
- Global Energy Business
- Go Gulf
- Government Executives
- Hart's Energy
- Houston Business Journal
- Houston Medical Journal
- Hydrocarbon Processing
- Industrial Management
- Intelligent Enterprise
- Journal of Petroleum Technology
- The Leading Edge
- MWorld
- Offshore Magazine
- Oil and Gas International
- Oil and Gas Journal
- The Oil and Gas Reporter
- Pipeline and Natural Gas
- Power and Gas Marketing
- Shared Services Bulletin
- Strategic Finance
- Technical Support Magazine
- Texas Technologies
- World Oil

# How's your company doing?



Answer each of the following questions		Not Effective <span style="font-size: 2em;">→</span> Very Effective						
1.	How clear is your company's business strategy?	1	2	3	4	5	6	7
2.	How well executed is your company's business strategy?	1	2	3	4	5	6	7
3.	How effective are your core processes?	1	2	3	4	5	6	7
4.	How well does your technology enable those core processes?	1	2	3	4	5	6	7
5.	Is your talent management giving you the right people at the right time to execute your strategy?	1	2	3	4	5	6	7
6.	How well does your organization manage change?	1	2	3	4	5	6	7



**Please feel free to contact us  
if we can be of assistance**

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