

J. Gowdy Consulting - Summary of Service Offerings

J. Gowdy Consulting offers strategy, analysis, communications, and training consulting services in the form of three roles: leader, advisor, team member. In the role of leader, we work with organizations through one of several tried and tested processes that we have crafted for strategy development. In the advisor role, we serve as an "on call" expert. In the team member role, we serve a designated role on a team within your organization. We enjoy and are thoroughly prepared for each of the roles -- we serve in the role that meets your needs. The following are a few highlights of our work over the past six years.

STRATEGY

Decision Scorecards: e.g. Supply Chain Scorecard - quantifying environmental and social risks in supplier selection process to provide a more robust sourcing decision (Client: Home Depot; Role: Team leader)

Facilitated Strategy Sessions/Workshops: e.g. Sustainability Program Development and Launch - based on value chain analysis model (Client: Ingram Barge; Role: Team Leader)

White Papers & Policy Statements: Climate Change Strategy White Paper for a client in the transportation industry (Client: First Group; Role: Advisor)

ANALYSIS/IMPLEMENTATION

Sustainability Program Implementations: e.g. Life Cycle Analysis: LCA analysis for a major product category distributed by the client (Client: Wal-Mart & Anderson Companies/BluSkye; Role: Team Member)

Sustainability Indexes and Matrices: e.g. Environmental Indicator - Created a new "environmental indicator" which measures holistic energy & water performance for manufacturing facilities (Client: Bridgestone; Role: Team Leader)

Best Practices: e.g. **Case Studies** - e.g. Case study for determination of the financial and environmental improvements across eight energy and water centric real estate development activities (Clients: World Wildlife Fund, Cumberland River Compact; Role: Team Leader)

MARKETING/COMMUNICATION

Executive Dashboards: e.g. Goal Tracking: Internal Reporting Dashboards for tracking Sustainability Goal Progress (Client: Ingram Barge; Role: Team Member)

Sustainability Reporting: e.g. Website Content: Creation and Maintenance of Corporate Environmental Website (Client: Bridgestone; Role: Team Leader)

Green Marketing: e.g. Green Communications Strategy: Development of the "Top 20" Messaging Tactics for a Sustainability Initiative (Client: GE/GreenOrder; Role: Team Leader)

EDUCATION/TRAINING

Business School Teaching: Business School Executive Education 2-Day Course Development and Delivery (Client: Vanderbilt Owen Graduate School of Management; Role: Co-leader)

Training: Led the development and launch of ecomagination training for all GE executives (Client: General Electric/GreenOrder; Role: Team member)

For more information, please visit our website: www.jgowdyconsulting.com

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Training: Topical (sustainability) expert in annual senior leadership development program (Client: Bridgestone; Role: Advisor)