



Welcome to Berlineaton

Facilitation CSA CS-000699



Berlineaton
1101-732 Cormorant St.
Victoria, BC V8W 4A5

December 2016

Who We Are

Berlineaton is a Victoria-based management consulting firm that specializes in organizational and performance improvement. To achieve this and since 1996, we have provided **facilitation services** to many public and private sector organizations in BC and abroad – helping our clients achieve their goals – big and small.

Our Vision

A world of courageous endeavours.

Our Mission

Berlineaton serves alongside visionary leaders committed to delivering stronger futures for their organizations.

Our Values

Our approach to any client engagement is built on the following values:

Start Where People Are At: We recognize that our projects are all about people. Improvements will only occur if people who implement the improvements are involved in the change process, believe in the process, and are provided with the tools or skills and support to succeed – people support what they create. We are careful to recognize this fact, and manage our projects accordingly.

Manage Change by Building on Success: Our projects represent some of the most comprehensive changes in workplace processes and culture ever experienced by our clients. Our methodology is designed to acknowledge strengths already present in an organization, and build on them to achieve even greater effectiveness using familiar approaches and tools.

Focus on Performance: A key goal for any successful organizational effectiveness project must be improved business performance. A performance focus objectifies organizational performance issues and break down old and inefficient personality based barriers to achieving superior business results. So, during our projects, we emphasize the need for staff to continuously improve through team based efforts.

Promote Independence: One of our key goals is to work ourselves out of a direct leadership role in your project. Our greatest measure of success is the ability of our clients to achieve self-reliance, to rely on each other for support, and to continuously improve, independent of consulting support. Our role therefore changes during a project from leader and facilitator to coach and mentor to promote this sustainable approach.



Our Services

We help our clients achieve outstanding results through **facilitation services** in the areas of:

- Continuous Improvement and Process Redesign
- Strategy Development and Implementation
- Change Management Support
- Creating Learning Organizations
- Organizational Diagnostics and Analysis
- Team and Leadership Development
- Project Management
- Staff, Management, and Executive Level Coaching, including team coaching
- Competency Development and 360 Degree Evaluations.

Our Clients

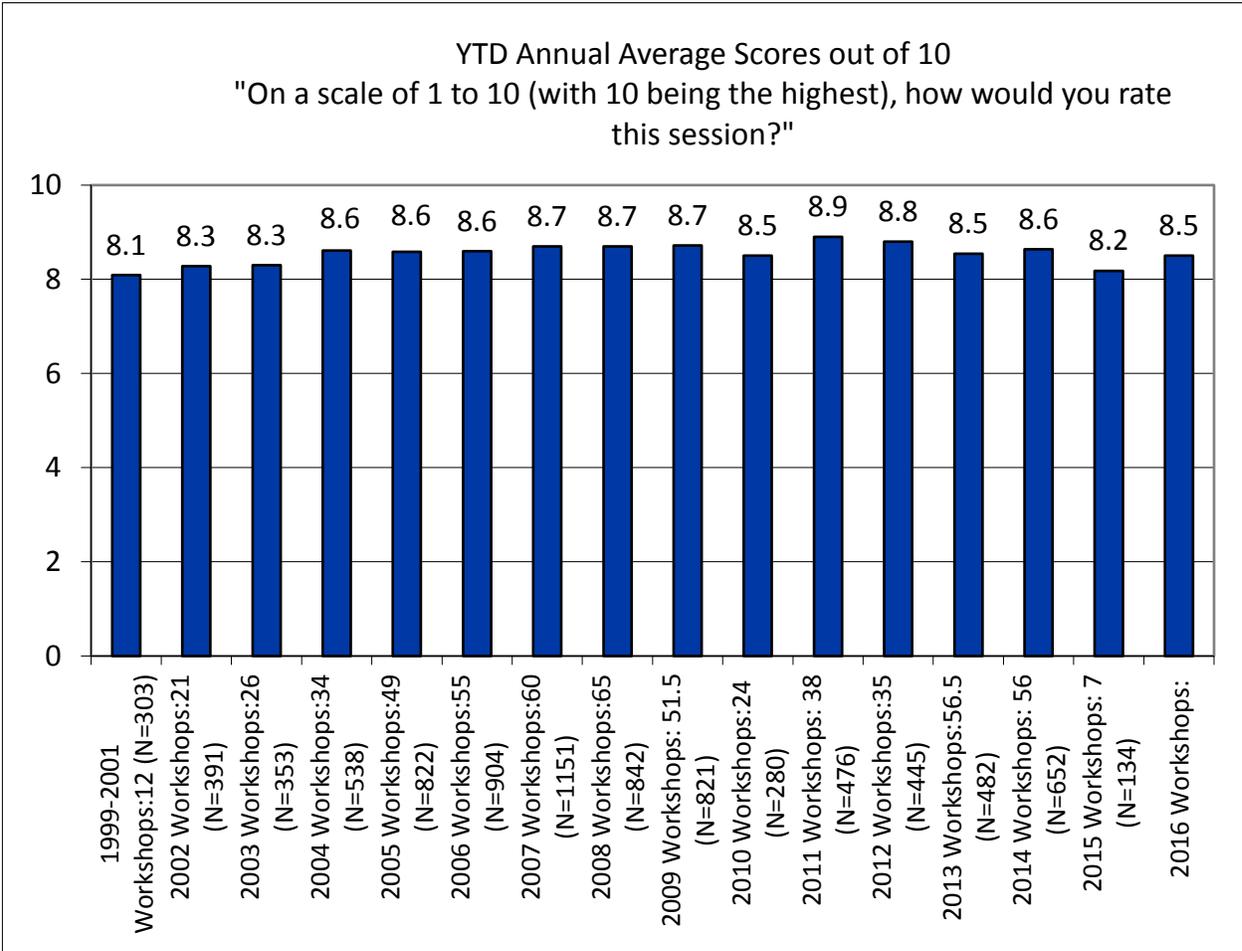
Following is a partial list of clients we have provided **facilitation services** to in the BC Public Service:

- BC Ministry of Health
- BC Ministry of Forests, Lands, and Natural Resource Operations
- BC Ministry of Energy and Mines
- BC Ministry of Finance
- BC Office of the Auditor General
- BC Ministry of Advanced Education
- BC Hydro
- BC Ministry of Small Business, Technology, and Economic Development
- BC Ministry of Community, Sport, and Cultural Development
- BC Ministry of Agriculture and Lands
- BC Ministry of Children and Family Development
- BC Ministry of Environment
- BC Ministry of Labour and Citizens' Services
- BC Ministry of Employment and Income Assistance
- BC Ministry of Housing and Social Development
- Tourism British Columbia
- Royal BC Museum



Our Results

Following are our workshop evaluation results since 1999:



These results represent survey results since 1999 (17 years) facilitating client workshops.

Throughout this time period we facilitated and evaluated over 600 workshops and collected evaluations from approximately 10,000 people.



Our Team

Shelly Berlin, MBA, CMC



Shelly Berlin is a senior management consultant, founding partner and the managing partner of Berlineaton.

Shelly has worked as a full time management consultant since 1987 including 8 years of employment with two global consulting firms: Andersen Consulting and Price Waterhouse. Following her completion of a BA in Psychology at the University of Alberta, Shelly was one of 10 young Canadians selected to open and operate the Canadian Pavilion at Walt Disney World in Orlando, Florida in 1981. Shelly spent over a year in Florida's EPCOT Centre working with people from several nations as part of Disney's International Fellowship Program. This visionary program was personally conceived and initiated by Walt Disney to promote international and cross-cultural understanding.

Following her time with Disney, Shelly completed an MBA at the University of British Columbia and began her management consulting career with Andersen Consulting, working on projects in North America and Asia. In 1991 Shelly joined Price Waterhouses' (PW) Vancouver-based management consulting practice and advanced rapidly to become a senior manager, consulting internationally. She also found time to complete the Certified Management Consultant (CMC) qualification.

Since 1996, Shelly has been a partner in Berlin, Eaton & Associates Ltd. and continues to deliver consulting services to both private and public sector workplaces throughout Canada. She has assisted the Ministry of Tourism in transitioning to Special Operating Agency, played a key role in the development of a new strategic foundation and redesigned processes at the Super, Natural BC Reservation and Information Centre (Hello BC), realizing over \$1M in annual improvements. One of her proudest achievements is being part of the founding team that delivered the Continuous Improvement Initiative to the Ministry of Forests and Range - a project that significantly contributed to the development of that organization as a high performing organization. Over her 20 years with Berlineaton, Shelly has worked with almost all Ministries in the BC public service. She specializes in strategic management, executive coaching, and business improvement.

Shelly credits her experience with the Disney corporation with developing her understanding of an organizational effectiveness approach based on sound planning, superior customer service, and focused team, people and leader development.

Shelly is also the proud mother of two elementary school children – Katherine and Thomas.

Richard Eaton, CD, MA, CMC



Richard Eaton is a senior management consultant and a founding partner of Berlineaton.

Richard has been a management consultant since 1995. He developed his consulting skills 'on the job' during a series of challenging, long term projects based in BC's manufacturing and service sectors. Since 1995, Richard has focused on working with clients who are leading their organizations through challenging business improvement projects, and specializes in delivering Continuous Improvement (CI) services to BC's public sector.

Richard knows that organizations are most effective when dynamic, visionary leaders and highly skilled and engaged staff work together to achieve common goals using practical, efficient processes and systems. He brings this knowledge to all of his consulting activities and enjoys working with clients who appreciate a 'hands on', practical, front line implementation focused approach. During his projects, Richard plays a variety of roles from project manager to facilitator to coach, and believe that it is important to make sure that his clients develop the internal capacity to deliver CI projects with reduced levels of consultant support.

Prior to becoming a management consultant, Richard served as a Parachute Regiment officer in the British Army between 1981 and 1989. During this time, he led units of up to 120 personnel with elite formations such as Britain's Airborne Forces and the Royal Marines, and traveled and worked in many European and Middle Eastern countries. He is a qualified paratrooper with over 200 jumps to his credit, is commando trained with experience in amphibious, mountain and arctic operations, and has led high risk counter-terrorist operations in Northern Ireland. He excelled at endurance events, once covering approximately 100 miles of mountainous terrain in 3 days carrying 70 lbs of equipment.

Following his full time military service, Richard returned to BC, completed a degree in history at Simon Fraser University, and worked for the Province of BC in Victoria for several years managing large scale provincial employment programs. One of Richard's key achievements during this period was leading a team charged with creating the concepts for and launching an innovative, province wide provincial employment program. This program is still in effect and continues to help up to 5,000 job seekers per year find and keep jobs.

Richard is a lifelong learner. He graduated from Royal Roads University with a Master of Arts in Leadership and Training, and is a Certified Management Consultant (CMC) through the Canadian Association of Management Consultants. He continues to pursue an active lifestyle and enjoys running, mountaineering, scuba diving, skiing, biking and kayaking. He remains active in the military as an officer with the Canadian Forces Reserves, and holds the Canadian Forces Decoration (CD) for long service and good conduct. Richard is also the proud father of two elementary school children: Katherine and Thomas.

Ashka Wirk, MBA



Ashka is a Senior Consultant at Berlineaton. Ashka is an experienced leader with a strong background in strategy development and execution. Prior to joining Berlineaton in early 2014, Ashka worked for Malachite Management Inc., the management consulting subsidiary of StemCell Technologies, the largest biotechnology company in BC, based in Vancouver, for nearly 10 years.

As an Executive Director with Malachite, Ashka was contracted to lead several non-profit international healthcare associations. Working with their visionary Boards of Directors, she developed and executed comprehensive strategic plans to propel their organizations and their fields forward. Ashka advanced quickly to the role of CEO in 2008. As CEO, she developed Malachite's corporate strategy as well as implemented business systems and processes that spearheaded the transition of the firm from start-up to maturity, introducing a new revenue model that would see Malachite become financially independent from its parent organization.

Since joining Berlineaton, Ashka has worked on numerous strategy and team development projects across several BC ministries, including the Ministry of Health, Ministry of Environment, and Ministry of Forests, Lands, and Natural Resource Operations.

Ashka is being mentored by Shelly to become the firm's Strategy Practice Lead in the near future.

Aharon Ittah, LL.B, MBA, [Barrister & Solicitor]



Aharon is a senior consultant at Berlineaton, joining the firm in early 2016. He is an experienced litigator having practiced as a lawyer for the past several years. During his career as a lawyer, Aharon advised public sector clients, including local government, in relation to risk management and liability issues. He has advocated on behalf of his clients in all levels of court and before several Tribunals in British Columbia. In addition to his experience as legal counsel, Aharon possesses a strong background in assisting leaders and organizations achieve their respective potential through strategy development, continuous improvement and leader development.

Highlights of Aharon's management consulting background include redesigning the correspondence handling process for BC's largest ministry; creating from scratch, a store development process for a national grocery store chain; performing a feasibility study to determine whether a specific category of medical professionals ought to be introduced to British Columbia's healthcare system; and facilitating strategy development workshops with both private and not for profit enterprises.

Aharon's passions are in developing and optimizing the way in which professional and public services are delivered to the end user through canvassing end users, process owners and stakeholders for their input. Aharon's prominent focus on service levels was augmented by an MBA specializing in services management.

Gillian Maycock, BCom



Gillian is a Support Consultant at Berlineaton. She recently graduated on the Dean's List from the University of Victoria's Peter B. Gustavson School of Business with a Bachelor of Commerce degree, specializing in Service Management.

Through the University of Victoria co-op program, Gillian worked as a Project Analyst in the Information Technology division of Island Health. As a Project Analyst, she helped to coordinate the implementation of a remote access imaging system for radiologists, orthopaedic surgeons, and other health care professionals. Gillian's work on the project involved analyzing log-in data entries, software testing, and liaising extensively with stakeholders including providing physician support during the project "go-live". During this work term, she discovered how much she enjoyed working across functional areas in an organization and bringing stakeholders together. In particular, Gillian enjoyed seeing the project through from user requirements gathering to deployment and stabilization.

Gillian also worked as a Service Writer/ Operations Analyst at Sherwood Marine Centre. Here, she assessed current processes and work flow throughout the business and recommended changes in the areas of marketing, customer relations, and internal efficiency. One of the aspects of this role Gillian enjoyed the most was being able to view the organization holistically in order to make effective recommendations.

Contact Us

If you require further information, please contact us at:



T: 250-472-3767
F: 250-472-3766
1101-732 Cormorant Street
Victoria, B.C.
V8W 4A5
www.berlineaton.com
info@berlineaton.com

