



About Tom Stimson

Tom Stimson, CTS, is President of The Stimson Group, a consulting firm specializing in strategy, planning, and process analysis for the audiovisual industry. Tom has more than 25 years of experience managing audiovisual companies. He is the 2010 president of InfoComm International and has been on the InfoComm Board of Directors since 2005. He is published regularly in trade magazines and serves as a keynote speaker at industry events. Tom holds a Master of Business Administration from Baylor University in Texas and a CTS certification from InfoComm.

Remaining competitive requires a steady supply of fresh ideas and access to broad perspective. **The Stimson Group**, led by Tom Stimson as Principal Consultant, works exclusively within the audiovisual communications industry supporting strategic and process initiatives. Tom already understands what your company does. So, he can get right to work on projects like these:

Case Study: Accordent Technologies Strategic Thinking Session



Accordent CEO Mike Newman has the dream Executive Team and a successful business plan, but the addition of a new strategic VP to the mix uncovered a critical need. Throughout the company's stellar history, Mike and his co-founders have relied upon their personal vision and instincts to guide them. Now it was time for the broader Executive Team to carry more responsibility for strategic planning and execution. In an effort to facilitate these changes, Mike reached out to Tom Stimson and asked him to help clarify and facilitate these management level goals. After several discussions, Tom discerned that

the true goal of the session was getting the founders' Vision into a more shareable format and that the appropriate format for doing so was a Strategic Thinking session. Over two days Tom led the team through a process that revealed Accordent's Mission and Vision, which led to a productive discussion of Accordent Strategy.

"Looking back, the Accordent strategy session was a tremendous success because Tom came into the session very prepared. He had used interviews and his experience to structure a productive format for the session and, once initiated, he moderated in a way very tailored to Accordent, its goals, and the people on the management team. Once we had agreed on a goal and how we would define a successful session, Tom kept conversation moving, debate extremely civil and productive, and ultimately ensured that we were always moving forward towards our goal. Tom combines an endearing style that welcomes conversation, a charisma that keeps the clock moving, and a firmness that prevents deviation. Quite simply, he is very good at what he does."

- Mike Newman CEO, Accordent Inc