



Working with the end in mind.



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Hello, fellow success seekers and strivers of effectiveness!

Jeff Searcy, here. I want to thank you in advance for your time and hope you will find my approach and process as tools and resources that will help you and your business and/or organization become more intentional and effective in all you do.

The C3™ Process is a system that I designed, unknown to me, over the past two and a half decades through my own entrepreneurial endeavors as well as my work as a consultant and executive in both the public and private sectors. And while the overall concepts may be familiar to you, I have never seen it packaged together as a true strategic, tactical, planning, and capability assessment process and tool.

It was in early 2013, at the request of some dear friends and colleagues, that I sat down and really looked at the process I had been using, and named on multiple occasions as a means to help simplify the ideas and concepts, and fully realized its application across businesses and organizations, regardless of size, capabilities, age, experience, balance sheet, staff, constituency, etc...

I look forward to the opportunity to visit with you and/or your team, work through the C3™ Process and make intentional progress in reaching your business' or organization's maximum potential, effectiveness, and success.

See you in the trenches!



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Understanding your audience(s) is/are the only way to effectively employ the C3™ process. The C3™ process is applicable to any organization, business, group, team, etc... regardless of size or capabilities. The C3™ approach aids the organization, business, group, etc... in effective organizational development and constituent movement through a desired process or channel by working with the end in mind.

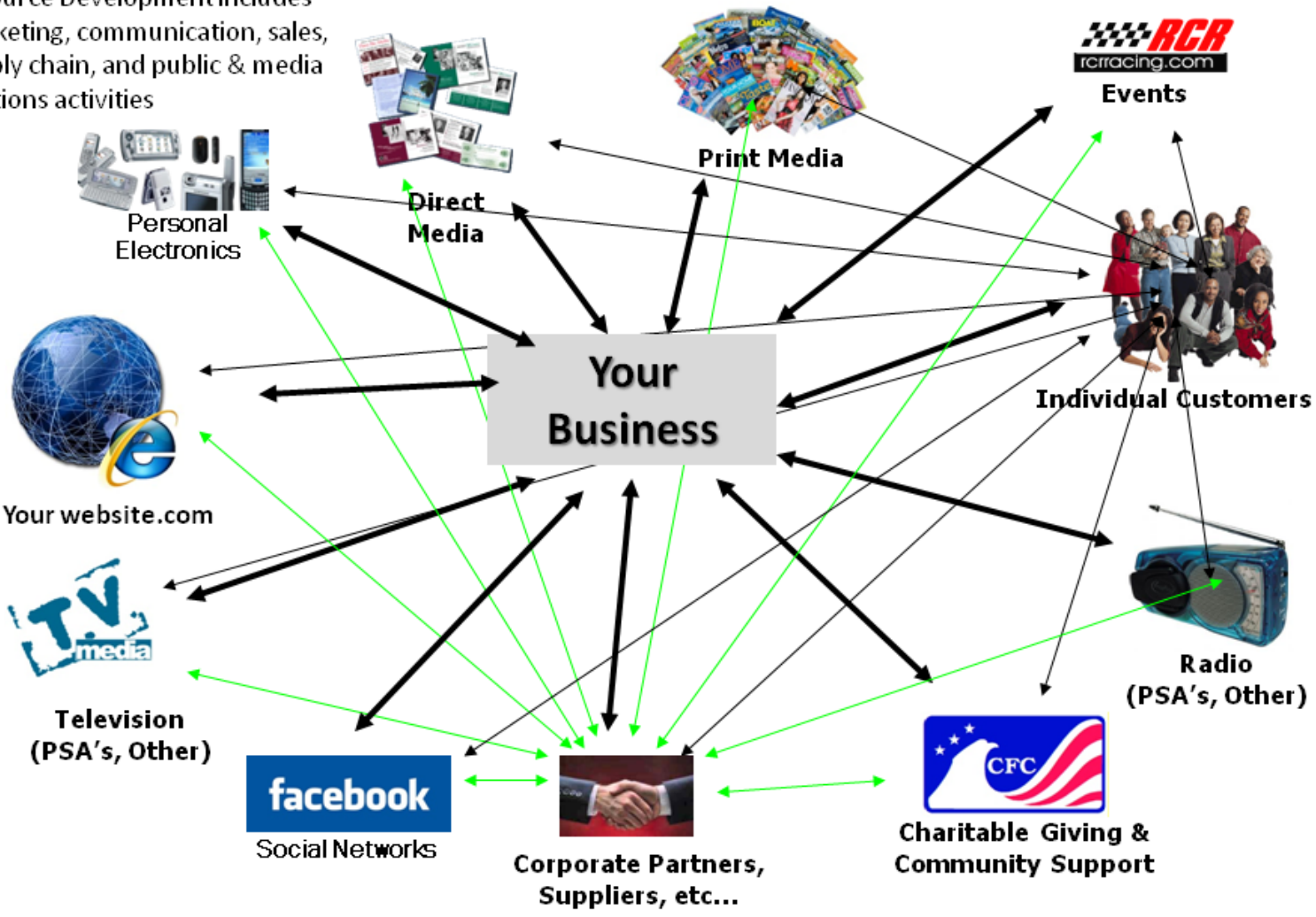


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Integrated Resource Development

Resource Development includes marketing, communication, sales, supply chain, and public & media relations activities





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