



OPTIMIST *Business Solutions* LLC

SOLVE | CHANGE | IMPROVE

At Optimist Business Solutions, we are passionate about operational excellence. With our 13 years of experience in change management, project management, and six sigma methodologies, you will be empowered to increase your operational efficiency, reduce risk, and solve complex problems.

Our 10 years of management experience, means we understand how to help you reduce risk and more efficiently target limited resources to achieve sustainable solutions, increase confidence and improve your bottom line.

Our encouraging team of experts will help you solve problems and improve your processes. We offer proven and effective tools for your organization's processes improvement and risk management needs. We are committed partners from concept to implementation, and we have an in depth understanding of the differences between for profit and non-profit operations and process improvement needs.

Optimist Business Solutions, LLC (Optimist) is a change management, risk management, and six sigma consulting firm led by experienced professionals who have consistently and reliably delivered results for domestic and international clients. Optimist is led by a Six Sigma Black Belt Strategist with a track record of on-time results, increased revenue, and satisfied clients.

Optimist uses proven strategies that are effective across a range of industries (education, healthcare, government), as well as the non-profit community, to solve complex business problems. Optimist offers clients systems and solutions to help them do what they do better and do it more efficiently.

Optimist offers proprietary solutions, such as The Change Management Framework, The Failure Prevention Solution, A Problem Solving Blueprint and an Operational Efficiency Map in the form of training, workshops and individualized consulting. The professionals at Optimist are attune to the needs of their clients which allows them to tailor solutions as needed.

Optimist experts are enthusiastic and committed partners from concept to implementation. We understand barriers and external realities, and we help clients work through these challenges. With Optimist, clients will enjoy sustainable solutions, save money, reduce waste, and improve your bottom line.

At Optimist, our core belief is that every process can be improved and every problem can be solved.

Call us for a discovery session so we can show you how.

At Optimist...

You will gain!

- repeatable processes for problem solving and process improvement
- a system for managing changes
- a robust process for mitigating failure
- proven and sustainable solutions
- a support team to encourage and empower you
- tools and methods so you can reinvest in your success

Our clients and partners are...

- assured that they will walk away with proven, high quality tools and techniques
- guided and cared for throughout the process
- given tools that are customized to meet their specific needs (not just a template)
- given tangible progress each time we meet
- optimistic that our tools and processes will increase their probability of success!



Core Values

OPTIMISM

We believe in possibilities. Our clients just need support, training and tools to realize those possibilities.

AUTHENTICITY

The manner in which we complete our work is honest and transparent. We don't want any client to feel layers between us and them.

COMMITMENT

We are committed to staying with our clients through the process, until they feel confident on the new tools for improving their business.

EMPOWER

We are committed not only to help clients with solutions, but also to empower them with the necessary tools for repeated and sustainable success over time.

SPIRITUAL

Problem solving and helping clients through change is not just work, it is our spiritual work to serve.

TRUSTWORTHINESS

We don't compete with each other. We are transparent. We help each other succeed at work and at home. We are a team.

LEARNING

We look for ways to grow our craft. We stay up on the latest research and emerging trends. We want our clients to have the most current methodologies.

INTEGRITY

We complete our work with the highest quality. Both the what and the how are important. As we complete our work, we demonstrate character that aligns with our values. We do what is right.

"My company has had the absolute pleasure of experiencing the very relevant, tangible and transforming results that Joy Mason, CEO of Optimist Business Solutions delivers through her tested performance enhancing and cost saving proprietary consulting and training. Joy replenishes your ideas and problem solving solutions database with models that yield instant results. I have been a strategic planning and business development consultant for over 18 years, Joy in one 30 minute session led my team and I through a journey of identifying, understanding, and solving a very real issue that instantly increased our close ratio by 40%. Joy's use of over 30 years in corporate, Six Sigma knowledge and beautifully outlined processes are the key element needed for your success."

Shamara D. Cox
CEO & Founder, The Merit Group

What makes Optimist unique?

Certified Six Sigma

Certified in a data-driven, globally recognized methodology for process improvement and operational efficiency.

International Clients

Experienced in connecting across cultures. Customers are becoming increasingly diverse. Business solutions and change initiatives must consider culturally, generationally, and geographically diverse clients.



Regulated Environment

Familiar with helping teams dissect federal regulations to create detailed risk assessment and implementation plans.

Complex Changes and Problems

Experienced in leading groups in solving multi-faceted and cross-functional problems. Most problems and changes are complex. Complexity doesn't scare us.

Cross Sector Experience

Most problems do not just cover one sector. Underneath most problems, are multiple problems that go across sectors and systems.

Risk Management

Initiatives not only need a plan for success, they need a plan to mitigate failure. Prepare for the unexpected to reduce the risk of failure. Risk management saves time, money, frustration, and embarrassment.

Problem Solving Readiness

Oftentimes, our ability to effectively solve problems is severely limited by our belief system. We increase your probability of success by helping you assess what you believe about the customer, what you believe about your employees, and what you believe about your own capabilities.

Schedule your complimentary Strategy Session today!

About Joy Mason



Joy E. Mason is a Certified Six Sigma Black Belt with over 25 years of experience in manufacturing, laboratory operations, and risk assessment, with an emphasis on business

processes and quality systems. Joy has managed international projects and effectively delivered results using six sigma methodologies for both public and private sectors.

As an internal consultant for a Fortune 200 company, Joy consistently created strategies and implementation plans to help clients meet new regulatory requirements. She facilitated a project that saved millions of dollars

in product inventory cost. As an entrepreneur, Joy has helped clients dramatically improve their bottom line by applying her problem solving techniques. Her strategies and techniques are proven to resolve process problems, evaluate risk, and save costs. She is known for her unique ability to create a collaborative environment for diverse stakeholders to get things done. Joy has worked with Indianapolis Mayor Hogsett Office of Education and Innovation, The Merit Group (TMG), Indianapolis Chamber and Indianapolis Public School Quality Analysis Team and the YMCA of Greater Indianapolis.

Joy's unwavering optimism drives her to believe that every process can be improved and every problem can be solved.

EXPERTISE

Operational Efficiency
Process Improvement
Six Sigma Methodologies

Risk Management
Change Management
Project Management

Process Mapping
Partnership Building
Collective Impact

Mission

Optimist Business Solutions meets our clients' needs through corporate training, proven methods for success, engaging consulting, and interactive in-depth workshops.

Vision

The vision of Optimist Business Solutions is to be the place where leaders are empowered to solve tough problems, manage complex changes, and improve their operational processes, while mitigating their organizations risk.

**BOOK JOY TO SPEAK AT
YOUR NEXT CONFERENCE!**

The New Career Development

The days of staying at a company, advancing up the career ladder, and then retiring with a pension are nearly gone! For mid-career professionals, this changing landscape is scary. Joy will share her career experiences and how The New Career Development has opened up new career opportunities in ways she never would have imagined.

- Career Advancement Statistics
- Experiences and Observations
- Unwritten Rules of the Career Ladder
- Career Lattice
- Development in Place

Retiring at 50

Joy planned to retire at 50. It wasn't an accident. It was not a stroke of good luck. It was intentional. Joy set the wheels in motion 10 years prior, and finalized a roadmap 5 years prior to retiring. Even though you should most certainly consult a financial planner, Joy will show you how she retired early in 5 steps.

- Financial Planning
- Building Expertise
- Sharing
- Experimenting
- Faith and Courage

Our Optimist Solutions

IN-DEPTH TRAINING COURSES

Six Sigma Problem Solving Blueprint

Our experts patiently teach you a process for solving your specific operational problem.

Sub-Topic 1: Six Sigma Overview Course module dispels the myths of and describes the basic concepts of six sigma and lean. The overview course helps participants understand the practical applications of this powerful methodology, which can be applied to almost any process.



Sub-Topic 2: Define

Course module describes the first step of six sigma, define the problem. We need to have a clear view of the problem before we can solve it! A clearer problem statement gives you a better chance of

solutions that don't waste time, resources or money. The Define module lays the ground work for efficient problem solving from both the customer perspective and the business.

Sub-Topic 3: Measure Course module describes the second step of six sigma, measurement. When problems are addressed by guessing instead of measuring, solutions are bound to fail. The only way to know where you're starting (a problem) and where you're going (resolution) is through some type of measurement and data. Course module provides an overview of data types and data collection.

Sub-Topic 4: Analyze Course module describes the third step of six sigma, analyze. To solve problems for good, you have to identify the root cause. Problems persist when root causes are not identified. In addition, resources, time and money are wasted on solutions that only address

contributing factors instead of root causes. This course module lays groundwork for addressing problems so they don't come back.

Sub-Topic 5: Improve Course module describes the fourth step of six sigma, improve. After taking the time to gather data, analyze the data and use the data to determine root causes, we're ready for solutions that work. This course module is intended to help you implement solutions that are targeted, systemic and sustainable.

Sub-Topic 6: Control Course module describes the fifth and last step of six sigma, Control. Too often, we walk away once a solution is implemented and claim problem solved! What is the point of all the work to solve the problem if we don't sustain the solution over time? You don't want the problem to come back and it certainly will if a control strategy is not put in place.

Change Management Framework

Our experts help you establish a system to stay competitive by anticipating and managing change.

Sub-Topic 1: Anticipate Change No organization can survive and thrive without understanding how the external environment is changing. Turning a blind eye intentionally or unintentionally is a reason why many organizations will fail. Success must include an intentional change management strategy, and the first step is knowing that change is happening and how it potential impacts your organization.

Sub-Topic 2: Implement Change It's not enough to anticipate change, change has to be implemented with buy-in, a comprehensive plan and an understanding of the risks. We'll share an implementation plan that helps your organization stay alert and relevant.

Sub-Topic 3: Manage Change Your organization has implemented a change in order to compete, survive, thrive, or comply. You can't just walk away now! Successful change has to be managed. Learn the strategies for identifying resistance and for keeping everyone engaged to sustain the change.



Six Sigma Problem Solving Workshop

An engaging way to finally solve persistent problems, so you can focus on what you do best – serve your clients, customers, students and deliver better outcomes. In this workshop, you will not only learn the basics of the Six Sigma process for solving problems, but you will also learn how to ensure you are solving the right problems.

Operational Efficiency Workshop

Does your organization actually know your business processes? Are there steps in the process that contribute no value to customers? Learn how to Identify gaps and waste quickly to improve your bottom line and outcomes. Customers should not have to pay for business activities that do not add value!

Change Management Workshop

It has been reported that 8 out of 10 companies will fail within 18 months of launch. There are several reasons for the high failure rate, but one thing is certain organizations must change because everything around it is changing. Your organization must not only change to stay relevant, it must change to survive. Learn how to manage change for success.

The Failure Prevention Workshop

You created a new process, product or service, and you're ready to launch. Did you make incorrect assumptions, did you guess wrong, did you think about all the ways your process, product or service could go fail? Don't take chances with your business or your customers. Follow the Failure Prevention Solution to increase your chances for success.

Problem Solving Blueprint

All organizations have problems that are difficult to solve, as well as problems that just won't go away! Optimist Business Solutions has proven and effective tools to help your organization solve problems that impact your operational efficiency and desired outcomes. With your leadership and our strategies, you will be equipped with a roadmap for targeted, tested, and sustainable solutions.

Operational Efficiency Map

Most operational processes are inefficient. You might be surprised to discover how much more time you are spending on activities that add no value to customers compared to activities that do add value. Warning signs that your operational efficiency needs help are: processes take too long, customer deliveries are late. Value stream mapping helps most processes remove the wasteful steps, increase operational efficiency, and enhance your bottom line.

Change Management Framework

The research says most change initiatives will fail. Organizations must change as the regulatory, legal, technological, and political environments change and as customer demographics change. Our consultants will not only guide you through a change management process, but we will also help you implement a plan for on-going change management because you can't afford to stand still. You must always be ready for change.

The Failure Prevention Solution

Ready to launch or improve a new service or product? Could you have made some incorrect assumptions? Did you think about all the things that could go wrong? Don't take chances with your business or your customers. Optimist can facilitate your team through the Failure Prevention Solution to increase your chances for success. This solution is intended for a small workgroup of 3 to 8.

"I just wanted to make sure I take an opportunity to say "Thank you" for your help within our project. You have always been very supportive during meetings ... not only helping meetings keep moving but also your support with your polished facilitation skills and your skill to encourage ideas 'over-the-wall' in a subtle and timely manner ... every meeting has time constraints and having you there makes a such difference ... and I genuinely feel you unreservedly work with me for the good of us as a whole team! Wonderful! Also, I wanted to mention your super smart 6Sigma & presentation skills ... the template summary proposal has greatly helped the whole team agree on a format and helped us get going very quickly with the data ... so so important! I feel so lucky we have you in our team and if ever there were further/future opportunities for me to work with you I will be first in the queue!"

J
United Kingdom Client



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