

## WYNFORD GROUP ASSOCIATE:

### LILY SIMPSON

Lily Simpson of Edmonton-based Applied Strategies, has over twenty years of experience in business management, strategic planning, process redesign, human resource management, and policy/program development. She has been a senior advisor to a provincial government's Executive Council in addition to establishing and managing a branch office of a national consulting firm, and developed the career management and organizational transformation business of an international firm.

As a consultant she has lead projects such as:

- Facilitated defining corporate governance and the strategic plan, corporate performance measures and executive accountabilities upon new ownership of transportation/construction company.
- Determined and resolved government/private sector partnering issues and designing a new model for service delivery
- Determined the strategic direction, key performance outcomes and service delivery design for a large international hi-tech firm's finance department.
- Her line experience includes job evaluation/classification, performance management, organization redesign, role definition, executive assessment and resisgn.

#### Process Transformation and Organization Design

Lily's approach is to:

- Develop organization structure options and identify the pros and cons of each and other information required for client decision making.
- Define accountabilities and corporate linkages to partnering companies and the required reporting/communication within the organization and with partnering organizations.
- Work with people in the organization and facilitate gathering information on present processes (including working sessions), identify gaps and develop process improvements.
- Design internal processes and accountabilities to successfully adopt and operate with the changes.

(continued)



## Business Information and Operational Policy & Procedures Development

Lily's approach is to:

- Identify business and operational information needs, how this information is being captured, how it is processed and how it is used.
- Assess present policies, guidelines and procedures to identify gaps/issues from a user perspective (including information systems), research policy/guideline and procedure options, and prepare documentation for executive/management decision-making.
- Facilitate stakeholder input into the development of policies/guidelines and procedures, including the use of information systems and data entry/analysis/reporting.



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