



Your customers, your investors, and your board have high expectations of your business. How do YOU help your organization reach its full potential?



Reach your full potential now

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What if there was a guaranteed way to quickly build a winning strategy that allowed your organization to reach its full potential now?

Most leaders struggle to confidently answer the following basic questions around the three most critical areas of their business.



Winning Strategy

- Where are we today - what's our current state?
- Where do we want to go - what's our destination?
- How do we get there - what's the path forward?



High-Performance Culture

- Are our team members happy?
- Are they ready to take our organization to the next level?
- Are we aligned at all levels of the organization?



Operational Excellence

- Are our customers delighted with the products and services that we provide?
- Does our organization work in the most effective and efficient way possible?

[LEARN MORE](#)

Testimonials

Dan has been helping me grow and scale organizations for over 18 years. Dan has been a key leader helping to drive enterprise value and deliver successful exits to our investors. Dan is particularly strong at aligning cross functional teams around key goals and measurements and driving profitable execution. Dan brings together customer satisfaction, employee engagement, and organizational performance.



Kirk Botula
CEO/President/Serial Entrepreneur



Illuminate Advisors

Our Purpose

To help organizations to quickly find their path by building a winning strategy, high-performance culture, and operational excellence to help them reach their full potential now.

Get Started

- Build a Winning Strategy
- Advancing a Winning Strategy
- High-Performance Culture
- Operational Excellence
- Appraisal Services
- Training and Certifications

Contact Info

- +1 412-260-0634
- info@illuminateadvisors.com
- illuminateadvisors.com
- Pittsburgh, Pennsylvania United States

Reach your full potential now





Quickly find your path and reach your full potential to delighting all your stakeholders, dramatically increasing market share, revenue, profitability and enterprise value.

Illuminate Advisors is so confident in its proven method that it comes with an unconditional guarantee of satisfaction.

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ABOUT US



CMMI® Institute Partner **Illuminate Advisors**

Illuminate Advisors helps organizations to quickly find their path by building a winning strategy, high-performance culture and operational excellence to help them reach their full potential now. Illuminate Advisors team members have been helping leaders to scale and grow their businesses for over 20 years.

Most organizations have lost their way, they have unhappy customers, board members and investors and don't have a clear path forward. Illuminate Advisors helps organizations find their path and reach their full potential by building a winning strategy, high-performance culture and operational excellence leading to delighted customers, board members and investors.

Illuminate Advisors provides advisory services, appraisal services, training courses and certifications to enlighten organizations. Illuminate Advisors is a trained, qualified and licensed CMMI® Institute Partner and a PEX (Process Excellence Network) and Pittsburgh Technology Council Member.

Quickly find your path and reach your full potential to delighting all your stakeholders, dramatically increasing market share, revenue, profitability and enterprise value.

Illuminate Advisors is so confident in its proven method that it comes with an unconditional guarantee of satisfaction. If you are not satisfied for any reason, just let us know within 30 days and Illuminate Advisors will refund 100% of engagement fees. That way, you risk nothing.

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Results Matter

Illuminate Advisors doesn't just provide services, it provides answers and results.

Below are just a few examples of results provided by the Illuminate Advisors team:

- Supported spin out and turnaround of a global software development and cybersecurity best practices organization and increased enterprise value by more than 225% by evolving the business model, overhauling the product suite, adding a cybersecurity platform and building a high-performance culture
- Helped to grow financial technology software organization resulting in increased enterprise value by almost 500% by providing the vision and delivering a fund administration platform that moved the organization from a domestic product to a global platform company
- Helped to stabilize client attrition of a large financial service organization leading to acquisition for \$800M by overhauling and scaling operations and retaining key clients

Dan Torrens

CHIEF EXECUTIVE OFFICER



Dan is a senior executive with 20+ years of experience helping companies to scale and grow. He has helped very successful early and growth stage organizations to dramatically increase enterprise value. Each organization delighted its customers and board and achieved drastic increases in revenue and profitability. Many organizations that he supported were later acquired delivering substantial returns to investors.

Dan is recognized as a leader with proven product and operations expertise. He is known for building strategic relationships with clients by quickly helping them to reach their full potential.

Dan led the development of CMMI V2.0 at the CMMI Institute and has been a student of strategy, culture and operations best practices throughout his career. He holds the following certifications that help him to bring proven solutions to your organization:

- New Product Development Professional (NPDPI)-Product Development & Management Association (PDMA)
- Pragmatic Marketing Certified-Pragmatic Marketing
- Net Promoter Certified-Satmetrix
- Certified CMMI Associate-CMMI Institute
- Certified Enterprise Data Management Associate-CMMI Institute

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Differentiate from your competition
and win new business by
demonstrating that you are a reliable
partner that your clients can count on
to deliver quality products and
services!

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APPRAISAL SERVICES

One of the best ways to stay on your path is to have a third-party independent appraisal of your organization. Illuminate Advisors will evaluate your organization compared to best practices so that you understand where you are today and have a roadmap to improve in specific areas. Independent third-party validation of your organizational capability by CMMI "view" or "capability area" or Data Management Maturity Model allows you to differentiate from your competition and win new business.

Deliverable:

- Independent third-party validation of your organizational capability allowing you to differentiate from your competition and win new business

Appraisal Services Available:

By CMMI Maturity Rating:

- CMMI Development
- CMMI Services
- CMMI Supplier Management

By CMMI Capability Rating:

- Improving Performance
- Planning and Managing Work
- Engineering and Developing Products
- Delivering and Managing Services
- Ensuring Quality
- Managing Business Resilience
- Managing Business Resilience
- Managing the Workforce
- Selecting and Managing Suppliers
- Supporting Implementation
- Sustaining Habit and Persistence
- Data Management Maturity Mode Assessment

Illuminate Advisors offers several appraisal options to give you the flexibility that you need.

- CMMI Assessment by either CMMI View or Capability Area
- CMMI Benchmark Appraisal or Sustainment Appraisal by either CMMI View or Capability Area
- Data Management Maturity Model (DMM) Assessment

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- Where are you today ("current location")?
- Where do you want to go ("destination")?
- How do you get there ("path")?

Quickly find your path and reach your full potential to delighting all your stakeholders, dramatically increasing market share, revenue, profitability and enterprise value.

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“Discovering the Path” - Building a Winning Strategy

Deliverables

Answers to three basic questions that most leaders struggle to confidently answer:

- Where are we today ("current location")?
- Where do we want to go ("destination")?
- How do we get there ("path")?

Illuminate Advisors will provide you with a clear path that allows your organization to reach its full potential now, including:

- Stakeholder analysis allowing you to know who your real stakeholders are and what they ultimately care about and define as success for your organization
- A current state profile with meaningful KPIs (key performance indicators) allowing you to truly understand where you are today ("current location")
- A future state profile allowing you to see where you need to go including aggressive (yet realistic) goals ("destination") including long-term (3-5 years) as well as short-term (1 year and 90 day) aspirations and goals
- An actionable strategic plan or way forward ("path")

"Discovering the Path"- Building a Winning Strategy is a proven workshop series that will help your organization find its way and reach its full potential. Illuminate Advisors is so confident in its proven method that it comes with an unconditional guarantee of satisfaction (100% Customer Satisfaction Guarantee).

Illuminate Advisors promises to show your organization the path to reach its full potential. It does this by following a disciplined approach to build a winning strategy, high-performance culture and operational excellence

The Approach

1. Help organizations understand where they truly are today
2. Help them to set aggressive (yet realistic) goals
3. Help them to see the path to meeting their goals

100% Customer Satisfaction Guarantee-If you are not satisfied for any reason, just let us know within 30 days. Illuminate Advisors will refund 100% of engagement fees. That way, you risk nothing.

We at Illuminate Advisors cannot think of a fairer way for your organization to try our proven method so that it can find its way and reach its full potential.

What To Expect

In less than one month (only requiring 24 hours of your time) you will have the way forward for your organization to reach its full potential.

An Illuminate Advisors' Expert will work with you via a series of 3 half-day workshops and 4 short video conference calls to define the path.

Illuminate Advisors offers three different service options to give you the flexibility that you need:



Gold-Workshop Series

Via scheduled video workshops and conference calls



Platinum-Workshop Series

Via scheduled video workshops and conference calls plus unlimited video conference calls and emails



Diamond-Workshop Series

Via onsite workshops plus unlimited video conference calls and emails

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Submit



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A disciplined approach to evaluate and build a winning strategy, high-performance culture and operational excellence through a simple three step process:

- Help organizations understand where they truly are today
- Help them to set aggressive (yet realistic) goals
- Help them to see the path to meeting their goals

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Illuminate Advisors helps organizations quickly find their path and reach their full potential by building a winning strategy, high-performance culture and operational excellence.

The Problem

Most organizations have lost their way and are not able to reach their full potential, they have unhappy customers, board members and investors and don't have a clear path forward.

- Customers lack loyalty due to products and services not delivering the value promised
- Board members lack confidence due to failure to deliver on goals, such as delivering projects on-time/within budget, market adoption and sales
- Investors are unhappy due to failure to meet financial forecasts and increase enterprise value

Their Leadership Team is not able to confidently answer the following basic questions around the three most critical areas of their business:



Winning Strategy

- Where are we today - what's our current state?
- Where do we want to go - what's our destination?
- How do we get there - what's the path forward?



High-Performance Culture

- Are our team members happy?
- Are they ready to take our organization to the next level?
- Are we aligned at all levels of the organization?



Operational Excellence

- Are our customers delighted with the products and services that we provide?
- Does our organization work in the most effective and efficient way possible?

Why do they struggle to confidently answer these basic questions about their business? Most leaders have either yet to have the experience to scale their organization or they are caught up in day-to-day operations so they can't clearly see the path that will allow their organization to reach its full potential.

The Solution

Illuminate Advisors quickly show organizations the path to reach their full potential. Illuminate Advisors team members have been helping leaders to answer these questions and scale their businesses for over 20 years. Illuminate Advisors' simple approach allows leaders to quickly understand where their organization truly is today, help them to set aggressive (yet realistic) goals and help them to see the path to meeting their goals.

Illuminate Advisors is so confident in its proven method that it comes with an unconditional guarantee of satisfaction. If you are not satisfied for any reason, just let us know within 30 days and Illuminate Advisors will refund 100% of engagement fees. That way, you risk nothing.

There are three core aspects that must be managed to scale any organization:

- Winning Strategy
- High-Performance Culture
- Operational Excellence

The Illuminate Advisors team will provide the enlightenment that you need to ensure that the path is clear and allow your organization to reach its full potential now. Illuminate Advisors provides advisory services, appraisal services, training courses and certifications to enlighten organizations. Illuminate Advisors is a trained, qualified and licensed CMMI® Institute Partner and a PEX (Process Excellence Network) and Pittsburgh Technology Council Member.

Leading to delighted customers, board members and investors:

- Delighted customers due to products and services that are exceeding expectations and delivering on the value promised
- Delighted board members due to the ability to consistently deliver on aggressive (yet realistic goals) such as 90+ project on-time and within budget rates, drastic increases in market adoption and sales
- Delighted investors due to the ability to deliver on financial forecasts and dramatically increase enterprise value

Illuminate Advisors promises to quickly show your organization the path to reach its full potential. It does this by following a disciplined approach to evaluate and build a winning strategy, high-performance culture and operational excellence through a simple three step process:

1. Help organizations understand where they truly are today
2. Help them to set aggressive (yet realistic) goals
3. Help them to see the path to meeting their goals

Illuminate Advisors no risk offer: Illuminate Advisors is so confident that it can help your organization that it will guarantee its results, if you do not feel that they received value from the engagement with Illuminate Advisors, the engagement fee will be waived!

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RESOURCE CENTER

The Illuminate Advisors Resource Center is a collection of every digital resource in one place. Browse through a collection of presentations, articles, whitepapers and ebooks to learn how to reach your full potential now.

I'm searching for...

Search for Resource

ALL RESOURCES

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FILTER RESOURCES

All Resources

Resource Type

- Article
- Brochure
- eBook
- Model/Framework
- Presentation
- Press Release
- Whitepaper

Resource Topic

- Winning Strategy
- High-Performance Culture
- Operational Excellence

<p>BROCHURE</p> <p>CMMI Development V2.0 Overview</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>ARTICLE</p> <p>CMMI Helping Organizations Scale Across The Enterprise</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>EBOOK</p> <p>CMMI Improving Agile Performance With CMMI</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>
<p>ARTICLE</p> <p>CMMI The Agile Way</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>WHITEPAPER</p> <p>CMMI Thriving In The Age Of Disruption</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>EBOOK</p> <p>CMMI V2.0 Adoption Transition Guidance</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>
<p>MODEL/Framework</p> <p>CMMI V2.0 At A Glance</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>BROCHURE</p> <p>CMMI V2.0 Introduction</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>BROCHURE</p> <p>CMMI V2.0 Introduction Model Views</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>
<p>MODEL/Framework</p> <p>CMMI V2.0 Model Excerpt Estimating Practice Area</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>BROCHURE</p> <p>CMMI Which Model is Right For You</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>MODEL/Framework</p> <p>DMM At A Glance</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>
<p>5 Steps to Your Strategic Management Program</p> <p>BROCHURE</p> <p>DMM Introduction</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>PRESS RELEASE</p> <p>Illuminate Advisors Launch Press Release</p> <p>Illuminate Advisors Open For Business To Help Organizations Scale And Grow</p> <p>DOWNLOAD RESOURCE +</p> <p>September 21, 2019</p>	<p>BROCHURE</p> <p>Illuminate Advisors Overview Brochure</p> <p>DOWNLOAD RESOURCE +</p> <p>September 24, 2019</p>
<p>BROCHURE</p> <p>Illuminate Advisors Testimonials</p> <p>DOWNLOAD RESOURCE +</p> <p>September 30, 2019</p>	<p>ARTICLE</p> <p>Illuminate Advisors-How to Ensure that Your Organization Reaches its Full Potential in 2020</p> <p>DOWNLOAD RESOURCE +</p> <p>October 3, 2019</p>	

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- Operational Excellence
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- Training and Certifications

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Reach your full potential now



CMMI® training courses provide guidance for efficient, effective improvement across multiple process disciplines in an organization. Whether you are just getting started with CMMI or have decades of experience, our training courses will move you along your career path.

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TRAINING AND CERTIFICATIONS

TRAINING COURSES

CMMI® training courses provide guidance for efficient, effective improvement across multiple process disciplines in an organization. Whether you are just getting started with CMMI or have decades of experience, our training courses will help you move along your career path.

Illuminate Advisors is so confident in the courses that it offers that it comes with an unconditional guarantee of satisfaction. If you are not satisfied for any reason, just let us know within 30 days and Illuminate Advisors will refund 100% of the training fees. That way, you risk nothing.

Operational Excellence Courses include:

- Foundations of Capability
- Building Development Excellence
- Building Service Excellence
- Building Supplier Management Excellence
- High Maturity Concepts



Upcoming Courses

CERTIFICATIONS

Certifications help individuals committed to excellence in capability improvement achieve professional career growth and advancement.

Operational Excellence Certifications:

- Certified CMMI® Associate

Foundations of Capability

This 2-day course will teach you how to use the CMMI V2.0 model and the business value that can be gained by improving capability.

Have the way for better operations and performance in your organization.

- What will I learn in this course?
- Who should take this course?
- What do I get from this course?
- What do I need for this course?
- When is the next course?

Building Development Excellence

This 1-day course will teach you how to build capability in developing or engineering products and services.

Build capability in engineering or developing products and services through this course designed to be taken after the Foundations of Capability course.

- What will I learn in this course?
- Who should take this course?
- What do I get from this course?
- What do I need for this course?
- When is the next course?

Building Service Excellence

This 1-day course will teach you how to build capability in delivering and managing services.

Build capability in delivering and managing services through this course designed to be taken after the Foundations of Capability course.

- What will I learn in this course?
- Who should take this course?
- What do I get from this course?
- What do I need for this course?
- When is the next course?

Building Supplier Management Excellence

This 1-day course will teach you how to build capability in selecting and managing suppliers.

Build capability in selecting and managing suppliers through this course designed to be taken after the Foundations of Capability course.

- What will I learn in this course?
- Who should take this course?
- What do I get from this course?
- What do I need for this course?
- When is the next course?

High Maturity Concepts

This 1-day course will teach you how high maturity organizations build competitive advantage through building capability for data-driven decisions and continuous improvement.

Discover how high maturity organizations build competitive advantage through building capability for data-driven decisions and continuous improvement.

- What will I learn in this course?
- Who should take this course?
- What do I get from this course?
- What do I need for this course?
- What are the course prerequisites?
- When is the next course?

UPCOMING TRAINING COURSES

We'll Come To You!

Do you have 5 or more students? Private courses start at \$2,750 for CMMI V2.0 Foundations of Capability and one of the Building Excellence Courses (Development, Service or Supplier Management). Price is for 5 students, each additional course is \$900.

Schedule Now

Our Guarantee

Illuminate Advisors is so confident in the courses that it offers that it comes with an unconditional guarantee of satisfaction. If you are not satisfied for any reason, just let us know within 30 days and Illuminate Advisors will refund 100% of the training fees. That way, you risk nothing.

Our Cancellation Policy

We accept cancellations, in writing, until 30 calendar days before the start of course. In the event of a cancellation, a \$200 administrative fee will be charged to cover our costs.

CERTIFICATIONS

Certified CMMI® Associate

The CMMI Associate certification helps individuals committed to excellence in capability improvement achieve professional career growth and advancement.

If you are beginning your journey as a CMMI practitioner and looking to demonstrate your commitment to capability and performance improvement, earn additional responsibility, and stand out to potential employers, the CMMI Associate certification is right for you.

Certified CMMI Associate are able to:

- Describe the components of CMMI
- Use the CMMI model as a tool for improving performance
- Connect the CMMI model with business value
- Understand the value of a CMMI appraisal
- Participate as an Appraisal Team Member (ATM)

Certification Process

Prerequisites & Requirements

To become a Certified CMMI Associate, you must complete a prerequisite course and pass the CMMI Associate Exam. The training package includes one credit to take the exam at no additional charge.

- Complete a Prerequisite CMMI Training Course
- Prepare for the CMMI Associate Exam
- Receive and Market Your Certification
- Certification Maintenance

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“Without strategy, execution is aimless. Without execution, strategy is useless.”

-Morris Chang, Founder of Taiwan Semiconductor Manufacturing Company

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“Walking the Path” - Advancing a Winning Strategy

Once the path has been lit and you can see the way for your organization to reach its full potential, Illuminate Advisors is available to support you to ensure that you stay on the right path.

Deliverable

- Execution of your winning strategy.

Advancing a Winning Strategy Services and Deliverables:

- **Portfolio Management** -“Invest in the right projects”-An ongoing portfolio management process that ensures that your organization invests in the right projects to reach its full potential, including identification and analysis of opportunities
- **Product Management** -“Evolve your products and services”-An ongoing product management process (via Pragmatic Marketing Framework) that ensures that your products and services are evolving to meet the needs of your customers and your business, including product marketing plans and development roadmaps.
- **Market Development/International Expansion** -“Grow your market”-An ongoing market development process (via Pragmatic Marketing) that ensures that your organization understands and can meet the needs of current and new markets.
- **Annual Strategic Planning** -“Stay on the right path”-An ongoing strategic planning process that ensures that your organization reaches its full potential, including an executable strategic and operational plan for the following year.

Illuminate Advisors offer several service options and will work with you to design the best solution to help your organizations “walk the path”, service options include:



Workshops

Onsite and via video conference



Projects & Engagements

Remote via video conference and email



Ongoing Support

Onsite and via phone, video conference, email

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- Are your team members happy?
- Are they ready to take your organization to the next level?
- Are your employees aligned at all levels of the organization?

A high-performance culture allows you to grow and scale and achieve better results for your organization across all aspects of the business now and into the future.

Reach your full potential now

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“Walking the Path” – Building and Advancing a High-Performance Culture

Once the path has been lit and you can see the way for your organization to reach its full potential, Illuminate Advisors is available to support you to ensure that you stay on the right path.

Deliverable

- A high-performance culture that allows you to grow and scale and achieve better results for your organization across all aspects of the business now and into the future.

Building and Advancing a High-Performance Culture Services and Deliverables:

- **Culture Assessment and Management**-An ongoing culture assessment and management process that ensures that your people are happy and are ready to take your organization to the next level, including culture assessment results and action plans
- **Workforce Training**-An ongoing workforce training process (via CMMI-Organizational Training) that ensures that your people have the skills and knowledge to take your organization to the next level, including skills and knowledge assessment and individual development plans for each team member
- **Talent Acquisition**-An ongoing hiring process (via Topgrading) that ensures that you build a high-quality workforce (internal resources) with top-performing team members
- **Supplier Selection and Management**-An ongoing supplier/vendor selection and management process (via CMMI Supplier Management) that ensures that your organization has the right vendors (external resources) to reach its full potential

Illuminate Advisors offer several service options and will work with you to design the best solution to help your organizations “walk the path”, service options include:



Workshops

Onsite and via video conference



Projects & Engagements

Remote via video conference and email



Ongoing Support

Onsite and via phone, video conference, email

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Reach your full potential now





- Are your customers delighted with the products and services that you provide?
- Does your organization work in the most effective and efficient way possible?

Operational excellence allows you to grow and scale and achieve better results for your organization across all aspects of the business now and into the future.

Reach your full potential now

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“Walking the Path” - Building and Advancing Operational Excellence

Once the path has been lit and you can see the way for your organization to reach its full potential, Illuminate Advisors is available to support you to ensure that you stay on the right path.

Deliverables

- Mature organizational capabilities that you and your stakeholder can rely on to do the job right!
- A process based on proven best practices to help your organization reach its full potential now.

Building and Advancing Operational Excellence Services and Deliverables:

- **Performance Measurement**-An ongoing performance management process (via CMMI and Operations Scorecard) that ensures that your organization stays aligned and that your employees are focused on what matters to reach its full potential.
- **Customer Loyalty**-An ongoing “voice of the customer” process (via Net Promoter Operating Model) that ensures that your organization understands how your customers feel about your products and services as well as how you can improve to meet their needs.
- **Project Management**-An ongoing project management process (via CMMI) that ensures that your organization deliver projects on-time and within budget.
- **Product Development**-An ongoing product development process (via CMMI Development, Lean Start-up and Customer Centric-Development Models) that ensures that your organization builds products and services that meet your customer needs.
- **Service Excellence**-An ongoing service process (via CMMI Services) that ensures that your service organization meets the needs of your customers on a day-to-day basis.
- **Quality Assurance**-An ongoing quality process (via CMMI) that ensures that your organization delivers superior quality products to your customers.
- **Business Continuity**-An ongoing Business Continuity Process (via CMMI) that ensures that your organization is always available to support your clients.
- **Enterprise Data Management**-An ongoing data management process (via Data Management Maturity Model (DHMM)) that ensures that your organization always produces accurate and timely information.
- **Sales**-An ongoing Sales Process (via Managed Buying Process) that ensures that your organization closes business in the most effective and efficient process possible.

Illuminate Advisors offer several service options and will work with you to design the best solution to help your organizations “walk the path”, service options include:



Workshops

Onsite and via video conference



Projects & Engagements

Remote via video conference and email



Ongoing Support

Onsite and via phone, video conference, email

Reach your full potential now

[CONTACT US TO FIND OUT HOW](#)

Illuminate Advisors

Our Purpose

To help organizations to quickly find their path by building a winning strategy, high-performance culture, and operational excellence to help them reach their full potential now.

Reach your full potential now

Get Started

Build a Winning Strategy
Advancing a Winning Strategy
High-Performance Culture
Operational Excellence
Appraisal Services
Training and Certifications

Contact Info

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info@illuminateadvisors.com
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Last Name *

Job Title *

Company Name *

Email *

Phone Number

Password *

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