

**Accelerate Growth.  
Inspire Leadership.  
Maximize Value.**



**GENERATIONAL  
CONSULTING GROUP**

Grow smart. Sell smart.

# THE GENERATIONAL ADVANTAGE

EXPERIENCE YOU CAN TRUST

## DALLAS BASED, GLOBAL RESOURCES

16 North American offices,  
33,000+ buyer network

## BUYER NETWORK & MARKETING

Strong principal  
relationships, targeted  
marketing

## EXPERIENCED TEAM

Award winning team of over  
300 professionals

## BUSINESS OWNER DNA

We understand the business  
owner journey and know what  
is at stake

## CLIENT CENTRIC

Unique approach with a  
dedicated client experience  
team

## CULTURE

Purpose-driven with a  
strong set of core values

# INDUSTRY EXPERIENCE

We have years of experience in helping business owners across a broad spectrum of industry sectors.



- Healthcare & Life Sciences
- Technology, Media & Telecom
- Industrials
- Business & Financial Services
- Automotive
- Energy & Resources
- Food & Beverage Services
- Transportation & Logistics
- Engineering & Architecture
- Contracting & Construction
- Manufacturing & Fabrication
- Retail
- Agriculture
- Consumer Goods
- Education

AWARDS &  
RECOGNITION

1,700+  
Closed Deals

Transactions up to \$25M

U.S. M&A FIRM RANKINGS

RANK	ADVISORY FIRM
1.	Generational Group
2.	Chartwell Financial Advisory
3.	Evans & Evans Inc
4.	Stifel/KBW
5.	Canaccord Genuity Grp Inc

2024

**RANKED #1**

in completed transactions up to:

**\$25M**

2024

**RANKED #2**

in completed transactions up to:

**\$50M | \$100M | \$500M**



LSEG

FORMERLY

REFINITIV







2022 & 2023

# Consulting Firm of the Year



## GENERATIONAL GROWTH CONSULTING

Our growth consultants are experts at developing and implementing strategic growth and value creation plans. They offer solutions that help you accelerate growth, increase value, and prepare you for a successful exit.

***“Our in-depth process helps business owners identify, create, and prioritize strategies that accelerate growth.”***



**T.D. Decker**  
President,  
Generational Consulting Group



2021 - 2025

**NPS Score\***

The Net Promoter Score measures client loyalty based on the question:  
"On a scale of 0-10, how likely are you to recommend GCG to a friend?"

## TOP **NET PROMOTER SCORES** Out of range -100 to +100

1. Princeton Mortgage	98	5. Loanbox	90
2. Tesla	97	6. Nimble	85
<b>3. Generational</b>	<b>97</b>	7. Metro Bank PLC	82
4. Nutanix	92	8. T-Mobile	82

\* CustomerGauge





500+ Growth Consulting Clients in 48 States & Canada





**“ We have worked with consulting firms in the past and never got off first base. Working with Generational Consulting Group we now have goals, targets with a timeline and we are going to execute. You led us so great! I’m excited about our team and our future!”**

Jack Nicklaus II | Nicklaus Companies

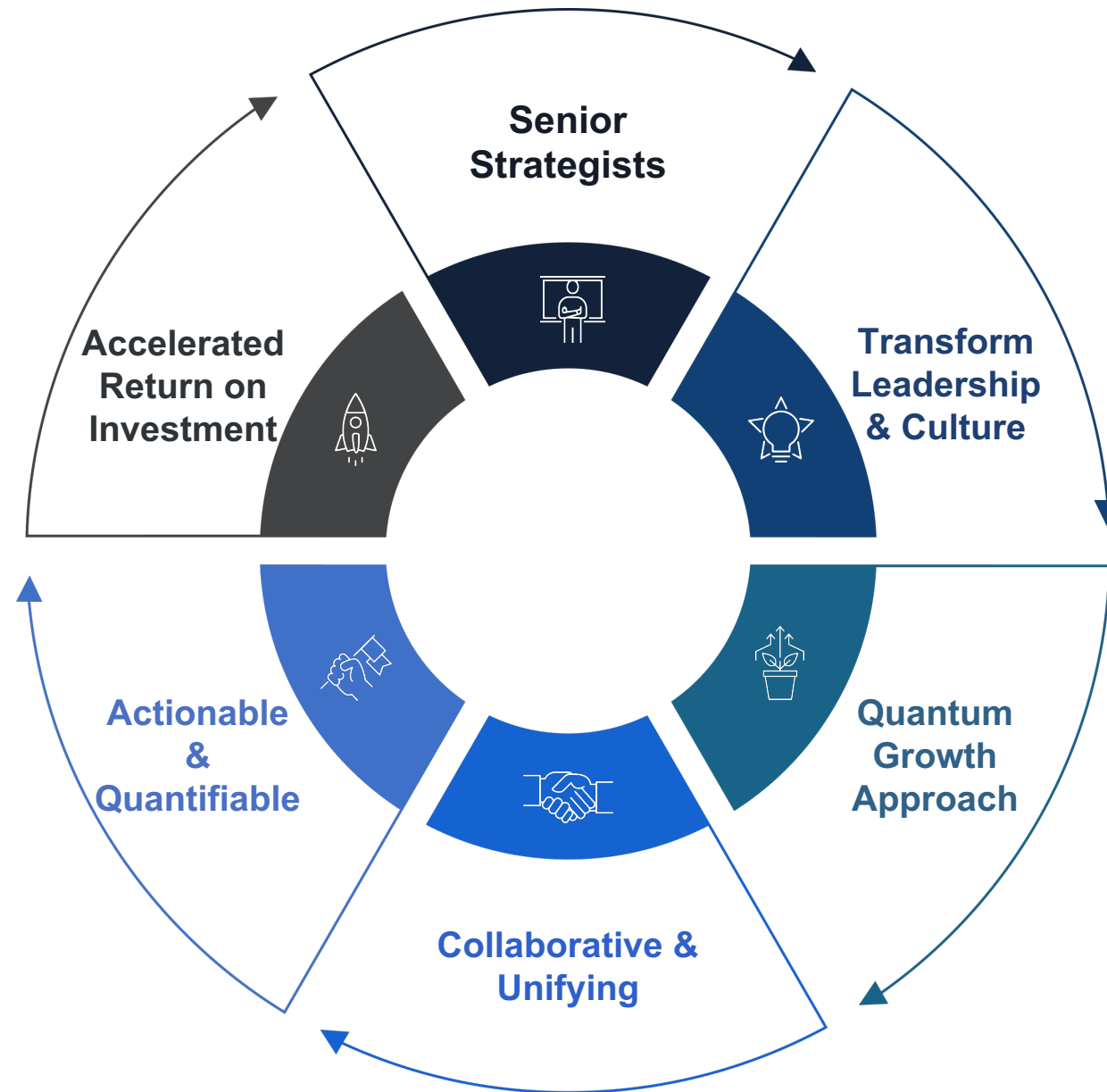


# 29 CLIENTS GREW 56% & 3X EBITDA IN 16 MONTHS POST SGP

## WORKSHOP CLIENTS RECOVERED \$30K FEE LESS THAN 3 WEEKS

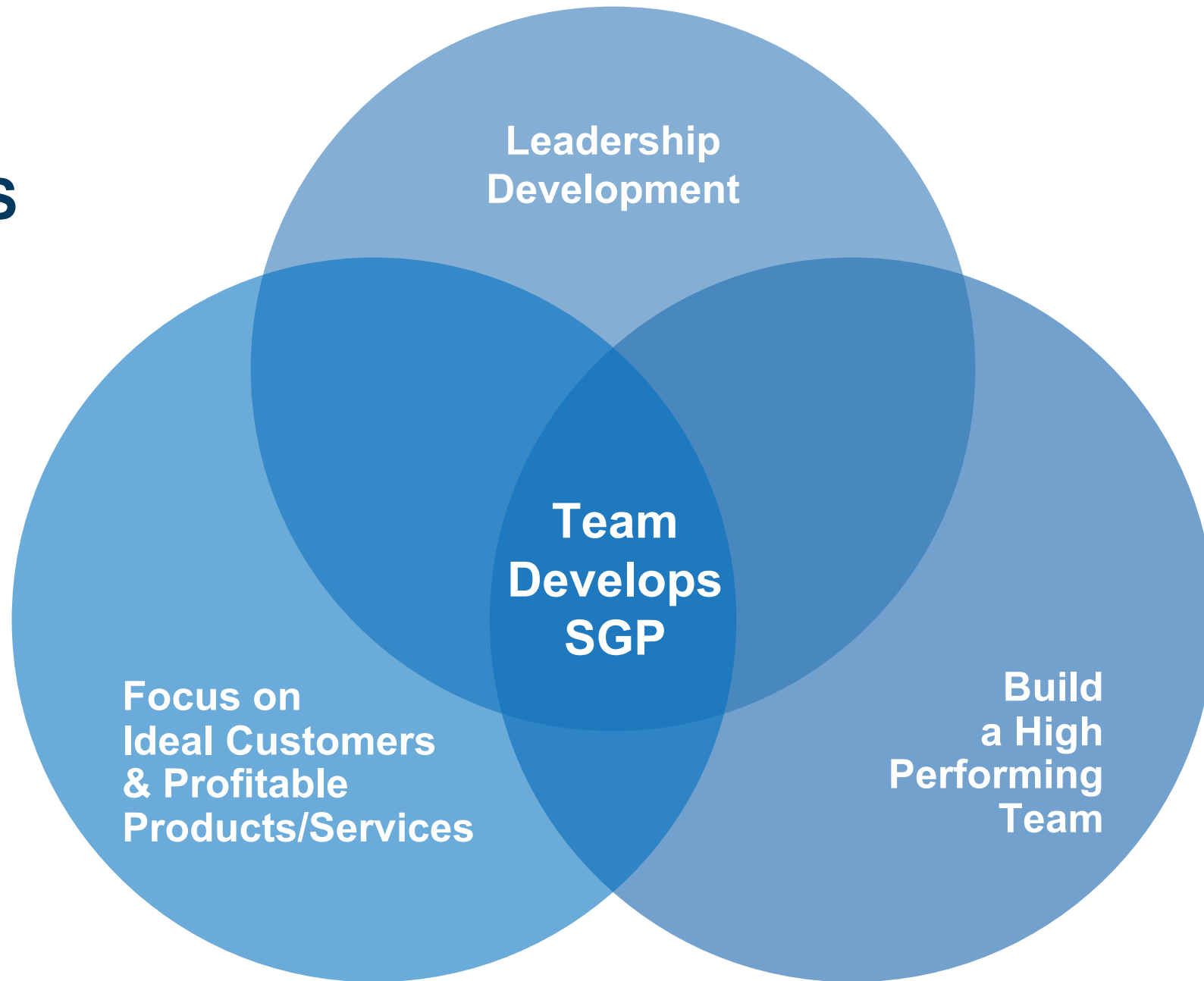
29 GCG Clients	Post SGP	Revenue	EBITDA	\$30K ROI	Increase	\$ Increase
Wealth Management Firm	48 months	\$1M to \$2.8M = +\$1.8M	(\$135K) to \$618K = +\$753K	8 weeks		\$8M
Planetarium Equipment	8 months	\$1.0M to \$2.6M = +\$1.6M	(\$211K) to \$310K = +\$521K	2 weeks		\$2M
Architectural Documentations	12 months	\$1.2M to \$1.7M = +\$0.5M	\$36K to 200K = +\$164K	10 weeks	5X	\$740K
Natural Health Supplements	3 months	\$2 to \$2.8M = +\$0.8M	\$363K to \$723K = + 370K	1 weeks	2X	\$2M
Control Panel Manufacturer	24 months	\$2.0M to \$5.2M = +\$3.2M	\$0 to \$1M = +\$1M	3 weeks		\$5.5M
Test Equipment Manufacturer	18 months	\$2.1M to \$4.6M = +\$2.5M	\$0 to \$1.1M = +\$1.1M	2 weeks		\$5.5M
Electrical Contractor	12 months	\$2.2M to \$3M = +\$0.8M	\$41K to \$161K = +\$120K	13 weeks	4X	\$540K
Thermoforming Recyclable Plastics	5 months	\$2.8M to 3.3M = +\$0.5M	\$48K to \$322K = +\$274K	2 weeks	6X	\$1.1M
Textile Company	6 months	\$2.9M to \$2M = -\$0.9M	(\$348K) to \$420K = +\$768K	1 weeks		\$2M
IT & Communications Integrator	16 months	\$3M to \$4M = +\$1M	(\$250K) to \$180K = +\$430K	5 weeks		\$1M
Production Services	18 months	\$4.1M to \$6.3M = +\$2.2M	\$170K to \$782K = +\$612K	4 weeks	4X	\$2.7M
Restaurants	14 months	\$4.5M to \$4.8M = +\$0.3M	(\$315K) to \$336K = +\$651K	3 weeks		\$1.5M
Sports Netting	8 months	\$4.9M to \$6.6M = +\$1.7M	\$970K to \$1.8M = +\$830K	1 weeks	2.5X	\$5M
Software Company	3 months	\$5.5M to \$5.5M	\$480K to \$1.2M = +\$730K	4 days	4X	\$6.6M
Fireproof Coating	9 months	\$5.8M to \$7.3M = +\$1.5M	\$1.4M to \$2.8M = +\$1.4M	6 days	2X	\$8.4M
Stormwater Eng & Construction	48 months	\$5.9M to \$9.3M = +\$3.4M	\$221K to \$2.7M = +\$2.5M	3 weeks	11X	\$10M
Commercial LED & Solar	24 months	\$7.2M to \$14M = +\$6.8M	\$654K to \$2M = +\$1.3M	2 weeks	4X	\$9M
Cleaning Service	3 months	\$7.5M to \$8M = +\$0.5M	\$1M to \$1.25M = +\$250K	2 weeks	25%	\$1.5M
Plumbing & Heating	6 months	\$7.9M to \$15.4M = \$7.5M	\$410K to \$1.7M = +\$1.3M	4 days	6X	\$8M
Medical Equipment Supplier	12 months	\$11M to \$16M = +\$5M	\$2.2M to \$4M = +\$1.8M	6 days	2X	\$9.5M
General Contractor	24 months	\$13.7M to \$21.5M = +\$7.8M	\$1.2M to \$3M = +\$1.8M	12 days	2.5X	\$9M
Christmas Decorating Franchise	18 months	\$16M to \$23M = +\$7M	\$675K to \$3.8M = +\$3.1M	5 days	6X	\$10.5M
Food Equipment Manufacturer	24 months	\$18M to \$41M = +\$23M	\$720K to \$3.3M = +\$2.6M	8 days	7X	\$15M
Seafood Distributor	12 months	\$21M to \$21M	\$2M to \$3.7M = +\$1.7M	6 days	2X	\$9M
Luggage Distributor	24 months	\$26M to \$51M = +\$25M	(\$2.4M) to \$5M = +\$7.4M	3 days		\$32M
Training & Automation	12 months	\$27M to \$41M = +\$14M	\$6M to \$8M = +\$2M	5 days	30%	\$16M
Plastic Manufacturer	18 months	\$25M to \$50M = +\$25M	\$5M to \$8.5M = +\$3.5M	5 days	2X	\$19M
Material Handling Solutions	60 months	\$40M to \$80M = +\$40M	\$5.5M to \$8M = +\$2.5M	3 weeks	3X	\$31M
Meat Manufacturer	29 months	\$85M to \$102M = +\$17M	\$11M to \$21M = +\$10M	3 days	2X	\$70M
<b>Average</b>	<b>16 months</b>	<b>+ 56%</b>	<b>+ 3 X</b>	<b>&lt; 3 weeks</b>	<b>4X</b>	<b>+ \$300M</b>

# A UNIQUE APPROACH TO **STRATEGIC GROWTH PLANNING**





# SGP PROCESS





**Chuck Thomas**  
**Sr Business Strategist**

Start-ups to \$14B  
Launched & led 9 companies

1. Creative services
2. Advertising
3. Public Relations
4. Event production
5. Technology
6. Manufacturing

Composed & produced 2 Bud Light Super Bowl jingles

Brand experience: Alberto VO5, Awana, AT&T, 7 Up, Anheuser Busch, Blue Cross Blue Shield, Bud Light, ITW, Busch, Circle K, Clorox, Disney World, Frito-Lay, Hasbro, General Mills, Indianapolis Colts, Holland America, Kraft, Toyota, Kroger, Kibbles 'N Bits, MSG, Kleenex, Mattel, Kingsford Charcoal, Long John Silvers, M&M/Mars, McDonald's, Midas Muffler, Oldsmobile, Oscar Mayer, Ralston Purina, San Francisco Giants, SC Johnson, Turtle Wax, State Farm Insurance, SeaWorld, Wheaties, Tyndale House, United Airlines, US Marines, Wheaton College and Yoplait.



**T.D. Decker**  
**President**

Start-ups to \$30B  
President 10 companies:

1. \$25M manufacturer
2. \$15M manufacturer
3. \$4B hedge fund
4. \$60M distributor
5. \$200M distributor
6. \$65M gift card printer
7. Ammunition company
8. Outsourcing company
9. Late stage start-up
10. Consulting firm

Sold 7 companies  
Investor Family Office  
Principal LBO firm  
The CEO Forum & YPO  
Army Football Team  
West Point - BS Engineering  
Duke MBA



**Steve Carter**  
**Sr Business Strategist**

Supply Chain & Logistics  
VP Wal-Mart  
VP Honeywell  
Director Target  
VP Pet Retail Brands (PE owned)  
COO Transportation Company  
Reebok  
Case New Holland  
Retired Army Colonel  
Multiple non-profit boards  
Army Football Team  
West Point - BS Engineering  
U Penn - MS Engineering  
Wharton - MBA



**Mark McKearn**  
**Sr Business Strategist**

Vistage Chair  
Executive Coach  
Retired Army Colonel  
Combat Commander Iraq  
Combat Commander Afghanistan  
Peacekeeping Serbia  
Humanitarian Relief Austria  
Humanitarian Relief Pakistan  
West Point Dean of Students  
BD Inter-Coastal Electronics  
BD World View Enterprises  
Army Football Team  
West Point - BS Engineering  
Naval War College



**Gary Polsen**  
**Sr Business Strategist**

15 years Consultant 50+ companies  
McKinsey & Company  
President 6 companies:  
1. \$400M distributor  
2. Food company  
3. \$100M cement  
4. \$30M chemicals  
5. \$700M building products  
6. \$15M telecommunications  
Clarkson University  
Harvard MBA



**Bryce Gray**  
**Sr Business Strategist  
& M&A Advisor**

Buy & sell side M&A  
Purchased & sold many companies  
Co-founded \$650M hedge fund  
Bain Capital roll-up  
Expert tax & structuring  
CPA  
Northwestern  
Michigan MBA  
Wayne State J.D.



**Rob McClelland**  
**Sr Business Strategist  
& M&A Advisor**

Buy & sell side M&A  
President 2 companies  
1. John Maxwell Foundation  
2. Dean Nyack University  
Owned 3 companies  
1. HR firm  
2. Production company  
3. Leadership training firm  
Exec Director, Equip  
Leadership  
MBA Professor  
Ph.D. Org Leadership



**Michael Querard**  
**Sr Business Strategist  
& M&A Advisor**

Buy & sell side M&A  
FINRA Investment Advisor  
Vistage Speaker  
Expert start-ups & turnarounds  
International experience  
Colorado School of Mines  
- Computer Science  
Georgetown J.D.



**Eric Sandberg**  
**Sr Business Strategist**

Medical Technology  
CEO Tangent Medical  
CEO Visura Technologies  
CCO Axogen (AXGN)  
CBO Inomagen Therapeutics  
SVP Sales CardioDx  
Executive Search Russell Reynolds  
Guidant Corporation  
Boston Scientific  
Eli Lilly and Company  
Bradley Univ - Mechanical Engineer  
Harvard MBA



# GCG KEYS TO INCREASE VALUE

1

## Leadership

When a Leader Gets Better, Everyone Wins!

2

## Culture

Change the People or Change the People

3

## Profitable Business Model

Focus on Ideal Customers and Profitable Products/Services

4

## KPIs & Key Processes

What Gets Measured, Gets Improved

5

## Build High Performing Teams

Team Committed, Confident & Motivated since they Developed the SGP

6

## Disciplined Cadence of Meetings

Over Communicate, Make Better Decisions & Hold Each Other Accountable to Execute

## PRE-WORK

- Financial Analysis
- Profitability Analysis
- Competitive Analysis
- Market Research
- Customer Feedback
- Employee Engagement
- Culture Analysis
- Leadership Assessments
- Team Role Analysis
- CIM
- Roadmap to Enhanced Value
- Evaluation Report

## 3 DAY WORKSHOP

- Leadership Development Plans
- Consultant & Management Team Develops SGP
- Set Objectives
- ID Key Performance Indicators
- Prioritize Tactics
- Establish Accountability
- One Page Strategy Map
- Cadence of Meetings

## OUTCOMES

- More Profitable Business Model
- Focus on Ideal Customers and Profitable Products/Services
- Leaders Get Better
- Improved Culture
- Build High Performing Teams
- Over-Communication
- Better Decision-Making
- Hold Each Other Accountable
- Team Committed, Confident & Excited to Execute SGP
- Typical SGP targets 2x revenue, 2.5x EBITDA & 3x Enterprise Value in 3 years



**T.D. Decker is the President of Generational Consulting Group, 2022 & 2023 Consulting Firm of the Year.**

**He leads the team that has coached over 500 business owners to transform their company to significantly increase their value while receiving a 97 NPS from the owners.**

**He leverages his experience as a veteran President/CEO, finance executive and investor with an extensive personal network.**

**He has served on over 30 boards and currently serves on the board of the Duke Feagin Leadership Program.**

**Member of The CEO Forum and YPO.**

## T.D. Decker

Early in his career, T.D. reported to the CEO of 13 different organizations, helping them develop and execute strategic growth plans. In 2008, he founded Decker Transformation Advisors, a consulting firm coaching companies how to dramatically improve. He has conducted over 200 Strategic Growth Plans for organizations ranging from start-up to \$30B. In 2020, Generational Group acquired Decker Transformation Advisors to form Generational Consulting Group.

T.D. has been the President/CEO of six other companies – Decker Transformation Advisors, Shaped Wire, a \$25M family-owned process manufacturer, Telemotive Industrial Controls, a \$15M PE-owned electronics manufacturer, Aquascape, a \$60M entrepreneur-owned distributor, Acell Industries, a late stage start-up with disruptive technology, and Ritchie Capital Management, a \$4B alternative investment fund in PE, VC, venture lending, hedge funds, distressed debt, real estate, energy, insurance, equities, bonds, futures and options trading.

He has turnaround experience as the interim President/CEO of four companies - a \$200M distributor of food, paper products and janitorial supplies, a \$100M PE-owned gift card printer, a PE-owned ammunition company, and an entrepreneur owned outsourcing telecommunication company.

T.D. has extensive M&A experience having participated in the sale of seven businesses. In addition, he was been an investor at a family office sourcing deals and overseeing a portfolio of service companies, a principal for an LBO firm formed to purchase and operate companies, an interim CFO for an \$80M manufacturer and acting CFO for a \$450M multi-national manufacturer. He was the Marketing Manager for UTC's fuel cell business commercializing the emerging technology and was a channel partner for Job Bank USA, a computerized resume database service commercializing an emerging technology.

He also helped plan the 1991 Desert Storm Homecoming Celebration in Washington, D.C., the 1988 Republican National Convention, the 1988 Presidential & VP Debates, and Pete Dawkins' run for U.S. Senate.

T.D. earned an MBA from Duke, a B.S. in engineering from the United States Military Academy at West Point and was quarterback on the Army football team. He served as a Captain in the U.S. Army, was a helicopter pilot in the 82nd Airborne Division during Operation Urgent Fury in Grenada and was an assistant football coach at West Point. He and his wife Rozzie live in Plano, Texas and have four children & six grandchildren.



**CONTACT**

**T.D. Decker**

President

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