

Responsive Management Systems®

“Where Theory Meets the Road”

Seller Memo



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Table of Contents

Summary of Opportunity	Page 1
Location.....	Page 1
Purchase Options.....	Page 1
Lead Product.....	Page 1
Financial Information Summary	Page 1
Assets & Liabilities.....	Page 1
Terms.....	Page 1
Year Established	Page 1
Business Type.....	Page 1
NAICS Classifications	Page 1
Company Overview	Page 2 – Page 8
Date of Formation	Page 2
Company History.....	Page 2
Consulting Support	Page 2
Marketing & Sales	Page 2
Client Contact Lists (Surface & Electronic).....	Page 2
Trademarks (US).....	Page 2
Internet Domain Names	Page 2
Competition	Page 3
Differentiators.....	Page 3
Ability to Expand and Grow.....	Page 3
Client Diversity.....	Page 3
Client Technologies, Industries and Professions	Page 3
Characteristics of a Successful Buyer	Page 4
Benefits to the Buyer.....	Page 4
Purpose of Selling	Page 5
Working Capital Requirements	Page 5
Assets	Page 5
Instructional & Learning Products	Page 5 – Page 8
Line-Level Leadership® and 2018 Pricing	Page 5
Customer Satisfaction.....	Page 6
Catalyst®.....	Page 6
Line-Level Leadership® Manual.....	Page 6
Line-Level Leadership® SkillCheck®	Page 7
Line-Level Leadership® Pocket Prompts®	Page 7
S ³ ® Leadership Development Survey.....	Page 7
In Other Words...® Ice Breaker Kits	Page 8
In Other Words...® Pocket Edition.....	Page 8
Reproduction Support Materials	Page 8

FINANCIALS Page 9 – Page 19

 Sales by Year 1985 – 2023 Page 9 – Page 11

 1985 – 1996.....Page 9

 1997 – 2008.....Page 10

 2009 – 2043.....Page 11

 Percent of Sales by Product 1985 – 2021.....Page 11

 Profit & Loss Statements 2014 – 2021 Page 12 – Page 23

 2014..... Page 12 – Page 13

 2015..... Page 14 – Page 15

 2016..... Page 16 – Page 17

 2017..... Page 18 – Page 19

 2018.....Page 20 - Page 21

 2019.....Page 22 - Page 23

 2020.....Page 22 - Page 23

SUMMARY OF OPPORTUNITY

Principal Location: Seattle, Washington

Purchase Options: Outright, Installment or Non-Exclusive License Agreement

Lead Product: Responsive Management: Line-Level Leadership® Seminars & Courses

Secondary Products: S³® Leadership Development Survey & Catalyst® Think Improvement

Financial Information Summary: 1985 – 2021 (36 Years):

Gross Sales = \$3,136,000.00 (\bar{X} / Yr. = \$98,000.00)

COGS = \$ 51,000.00 (\bar{X} / Yr. = \$ 1,594.00)

Gross Income = \$3,085,000.00 (\bar{X} / Yr. = \$96,400.00)

Total Expenses = \$1,441,000.00 (\bar{X} / Yr. = \$45,030.00)

Net Income = \$1,644,000.00 (\bar{X} / Yr. = \$51,375.00)

Gross Sales Per Year – See Bar Graph Pages 9 – 11

Terms:

Outright - \$200,000. - Cash payment of \$200,000.

Installment - \$250,000. - \$50,000. Cash down payment + \$10,000. / year for 20 years

Non-exclusive License Agreement - \$35,000. Cash payment + 10% of Gross Sales/yr.

Non-exclusive License Agreement Individual Asset Items - Negotiated

Seller/Licensor financing not available

Year Established: 1985 – State of Washington UBI 600569245

Reseller Permit (exp. 2023)

Business Type: Leadership Instruction & Consulting Practice - Sole Proprietorship

<http://www.responsivemgt.com/>

NAICS Classifications: 611430 Professional and Management Development Training

541612 Human Resource Consulting Services

Ability to Expand & Grow: Language Translation, Digital Product Upgrades, Professional Articles and Book Publication, Expansion in For-Profit Market, Expansion of in-house Instruction & Consulting Capacity, Product Licensing & Franchising



COMPANY OVERVIEW

Date of Formation: Founded in 1985, Richard L Baron (dba) Responsive Management Systems® provides organizational leadership training, development and consultation.

Company History: Notified of RIF status in mid-1984, accepted into UW MBA program Fall of 1984. After two quarters calculated an MBA may not to be a viable plan given future HR earnings potential, concurrent loss of income plus use of savings. Decided to utilize previous organizational development, change management, applied instruction and research activities to design a series of effective, practical, applied workforce error prevention and intervention products. The mission: *Creating Productive and Preferred Work Environments*. Founded Responsive Management Systems® in 1985.

Consulting Support: Available to the Purchaser/Licensee, 50 hours complimentary consultation (travel time and expenses are additional) ; 20 hours @ reduced rate of \$100.00 per hour (travel time and expenses are additional); additional consultation available at current rate of \$325.00 per hour (travel time and expenses are additional).

Marketing & Sales: Satisfied repeat customers, personal contact with customer referrals, “cold” calling, product sales presentations, association conferences, professional & trade conferences, web - www.responsivemgt.com , memberships, broadcast e-mail (to known parties) & U.S. mail.

Trademarks (US): Registered till 2026 - 2029
CATALYST – Class 28
I.D.E.A.S. – Class 41
IDEA DEVELOPMENT EXCHANGE and SELECTION – Class 41 IN
OTHER WORDS – Class 16
POCKET PROMPTS – Class 16
RESPONSIVE MANAGEMENT SYSTEMS – Class 35
RESPONSIVE LEADERSHIP SEMEINARS – Class 41
SKILLCHECK – Class 16
THINK IMPROVEMENT – Class 41
TRIANGLE DESIGN ▲▲ Class 35
S³ - Class 35

Domain Names (Network Solutions) 2022
linelevelleadership.com - # 1642969
pocketprompts.com - # 1642969
responsivemgt.com = # 1643012I
thinkimprovement.com = # 1642969



Responsive Management Systems® Course: Product Description & Pricing Brochure Masters

Competition: HR and OD companies and practitioners

Differentiators: Applied Behavioral Analysis & Systems Theory instruction and content platform. Direct Instruction education model. Skill focus. Interpersonal performance management focus. Immediate application ability by course completion participants. Very Satisfied Clients

Ability to Expand & Grow: Language Translation, Digital Product Upgrades, Professional Articles and Book Publication, Expansion in For-Profit Market, Expansion of in-house Instruction & Consulting Capacity, Product Licensing & Franchising.

Client Diversity: Culturally and Ethnically Compatible. Client inclusiveness is broadly diverse and varied. Instructional content & methodology has incorporated a nurturing diversity perspective since 1985. All Abilities; All Genders; All Peoples including Aboriginal Australian; Black African; American Indian, Alaska Native, Canadian First Peoples; Asian; Black or African American; Hispanic or Latino; Native Hawaiian, Other Pacific Islander; and White (African, Australian, European, North American and South American).

Client Technologies, Industries and Professions: Accounting, Aging & Long-Term Care, Alcohol & Drug Rehabilitation, Behavioral Health, Cable Communications, City Clerk, Communication & Public Relations, Community College - Educational Outreach, Confidential Administrative Support, Consumer Affairs, Contracts Management, Corrections, Custodial Services, Early Childhood Education, Economic Assistance, Education Administration, Educational Service District, Electric Utility (Energy Delivery Operations & Power Management and Marketing), Engineering (Civil, Chemical, Construction, Electrical, Mechanical, Project, Records, Software, Structural), Engineering Support, Environmental Health & Safety, Family Services, Facilities Services, Finance, Financial - Branch Operations, Fleet Management, Food Services, Head Start, Hospital Administration, Hospital Laboratory Services, Hospital Patient Accounts, Hospitality, Human Resources, Human Services, Information Technology, Law, Licensing (Municipal/County/State), Medical Library Sciences, Manufacturing, Marketing, Ministerial, Mental Health Services, Office Administration, Parking Operations, Municipal Planning, Parks & Recreation, Property Maintenance & Alterations, Public Safety (Police, Fire), Public Works Administration & Operations, Restaurant Management, Purchasing, Research & Evaluation, Residential - Construction & Remodeling, Residential Programs (Children, Youth, Special-Needs Adults), Right-of-Way/Real Estate, Salon and Spa, Social Work, Survey, Toy Manufacturing & Distribution, Trades, Training & Staff Development, Transportation (Municipal/County/State), Utilities, Vehicle & Equipment Maintenance, Wastewater Treatment, Water & Sewer Utility, Watershed Management, Word Processing, Gaming Regulation.



Is this you...(Characteristics of a successful buyer)...

Care about people
Enjoy observing individuals succeed
Strong initiative
Outcomes measurement and results are important
Passionate for quality
Management experience implementing and maintaining service related systems
Cost conscious
Open to change
Persistent
Provides presentation and instructional excellence
Consumer responsive
Able to engender trust
Capable of setting and achieving financial targets.

And

You are searching for (Benefits to the buyer)...

Greater decision independence
Greater earning power & flexibility
Your own business
Broadening the customer base for your current business;
Strengthening existing customer relationships;
Flexible time commitment (part-time, seasonal, full-time, overtime);
Flexible participation (i.e. Production, Franchising, Licensing, Subscription Services);
Learning about other occupations and industries;
Expanding your present product and service lines;
Geographic flexibility;
Well designed and customer tested products;
Diversity sensitive and inclusive service;
Flexible financial commitment;
Leadership products easily integrated with other performance & quality management models (Plato, Bossidy et.al., Johnson & Blanchard, etc.);
Superior approach to managing an organization's Interpersonal Performance;
Part-time retirement income;
Effective organizational improvement approach & the skills to manage the most-difficult, time-wasting, error prone, painful & legally risky workforce behavior.



Purpose of Selling: Retirement

Working Capital Requirements: ~ \$4300.00 / Month

Assets: Intellectual Property consisting of instructional and learning products, postal, telephone and electronic contact lists, reproduction support materials to facilitate buyer's or licensee's IP content use & sales. Registered product Trademarks, Copyrights, Domain Names, website and consulting support.

Instructional & Learning Products:



Responsive Management: Line-Level Leadership® is a research and science based, skill and competency focused performance management model. Participants learn the application of interaction skills important in organizational leadership, in employees' work-lives and consumer/customer services. Presentations are 30% lecture/didactic and 70% live skill modeling and participant practice. Course content and length are suitable for all presentation venues.

Pricing: \$275 - \$325/Hr. + ~ \$110.00 / Participant for Materials + Travel Expenses

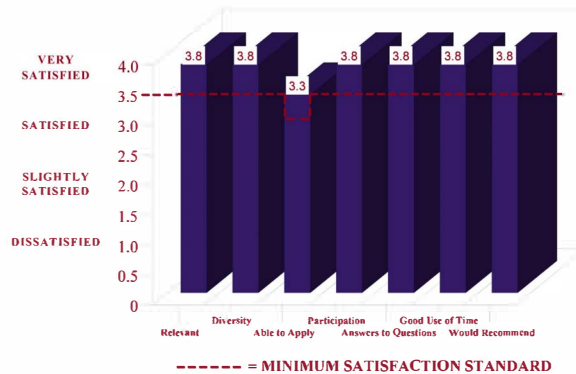


Responsive Management Line-Level Leadership® - Core Competencies for Developing Quality Operations. Over 40 years of applied research indicate effective development and supervision of individuals is marked by two outcomes; both within the sphere of influence of the supervisor/manager: (1) Quality performance by employees, results in satisfied customers; and (2) Quality supervision by leaders results in quality work by employees as well as satisfied employees. Line-Level Leadership® is an effective & flexible leader development and consulting service that strengthens the supervisory and management skills important to achieving these two outcomes.



**Customer Satisfaction
(N=15,910) 1985 - 2022**

**Responsive Management Systems®:
Customer Satisfaction Responsive Management Line-Level Leadership®
(N=15,910) 1985 - 2022**



Catalyst®: Think Improvement® for Line-Level Leaders - Catalyst®, designed and in-use since 1985. Viable for communication training, employee interviews, company orientation, and team building; this exercise promotes practical steps to improved information exchange. Six sets of six matched tiles (total 36 tiles). Embossed on each tile is one of 36 important concepts of organizational effectiveness and success. Tiles are attractive and unbreakable polished scratch-resistant composite material. Kit contents are designed for 2 to 12 participants. [Training Kits A & B](#)
In Stock Kit A - 218, COG = \$19.21, Retail = \$49.95
In Stock Kit B - 220, COG = \$19.21, Retail = \$49.95



Responsive Management: Line-Level Leadership® Manual - Core Competencies for Developing Quality Operations. 100 pages of leadership and performance management hints, strategies, diagrams and, most important, skills. All of the skills contained in the 18-hour Line-Level Leadership® Basic Series including Receiving Feedback, providing Negative Feedback, effectively managing Unreceptive Persons, Think Improvement® I.D.E.A.S.® brainstorming and S³®. Comes bound and two-color printed on attractive 8½x11 recycled card stock. Valuable leadership information in an attractive, full size and durable style.
In Stock – 0, COG = \$45.57, Retail = \$65.00



Responsive Management: Line-Level Leadership®

SkillCheck® -All of the skills contained in Responsive Management: Line-Level Leadership® including Receiving Feedback, Providing Negative Feedback, effectively managing Unreceptive Persons, Think Improvement® I.D.E.A.S.® brainstorming and S³®. All packaged for easy use and portability. Comes bound in black with rose-gold stamped covers and printed on attractive recycled card stock. Valuable leadership information in a compact and durable style.

In Stock – 0, COG = \$6.63, Retail = \$13.50



Responsive Management: Pocket Prompts® -

Feedback and Think Improvement® - Line-Level Leadership®: Core Competencies for Developing Quality Operations Skill Cards. 2.5" x 4.5" laminated pocket-size cards detailing the Interaction Components of the most important one-to-one conversation skills for effective leaders. Receiving or Requesting Feedback/Information, Providing Negative Performance Feedback/Job Direction/Information and the two most important group skill sets for effective team leadership. I.D.E.A.S.® brainstorming and Problem Analysis and Participative Decision Making.

In Stock–Feedback = 22, COG = \$1.35, Retail= \$4.75

In Stock–Think Improvement®=485, COG=\$1.35, Retail=\$4.75



S³® - Leadership Development Survey Internet

Download S³® Software program, Version 3.0, Build 20 ©2018. Print biographical & blank survey forms for distribution. Survey Cover Memo templates. Input data, create multi-colored data arrays, data summaries. Develop individualized objectives and action plans. Customize survey questions. Includes license for one supervisor/manager. Platform M/S Access 2003 and above, M/S Word 2003 and above - Windows 7/8/10. ©1999-2018

In Stock–Internet Download = N/A, COG = N/A, Retail = \$29.00

In Stock – License = N/A, COG = N/A, Retail = \$50.00





In Other Words...®

Icebreaker Kits A – F - Brings together some of the best expressions, sayings, and ideas of all times to start people thinking and talking. “Breaks the ice” by engaging meeting participants within moments with quotations from diverse sources. Each quote, printed on a card easily removed from one of the six books and placed on a table for selection by participants is the perfect icebreaker for meetings, mini-conferences, trainings, workshops.

In Stock (A-F) – 161, COG = \$5.64, Retail = \$16.95



In Other Words...® Pocket Edition - Contains

250 stimulating, witty and thought-provoking quotations. Most often used as a “Thank You” to seminar and course participants who volunteer to assist the principal instructor in interaction skill demonstrations.

In Stock – 126, COG = \$1.75, Retail = \$6.00

Reproduction Support Materials:

M/S Power Point, M/S Word, Adobe PDF Masters for Responsive Management Systems® Course Instruction and Participant Materials Reproduction & M/S Access S³® Platform including:

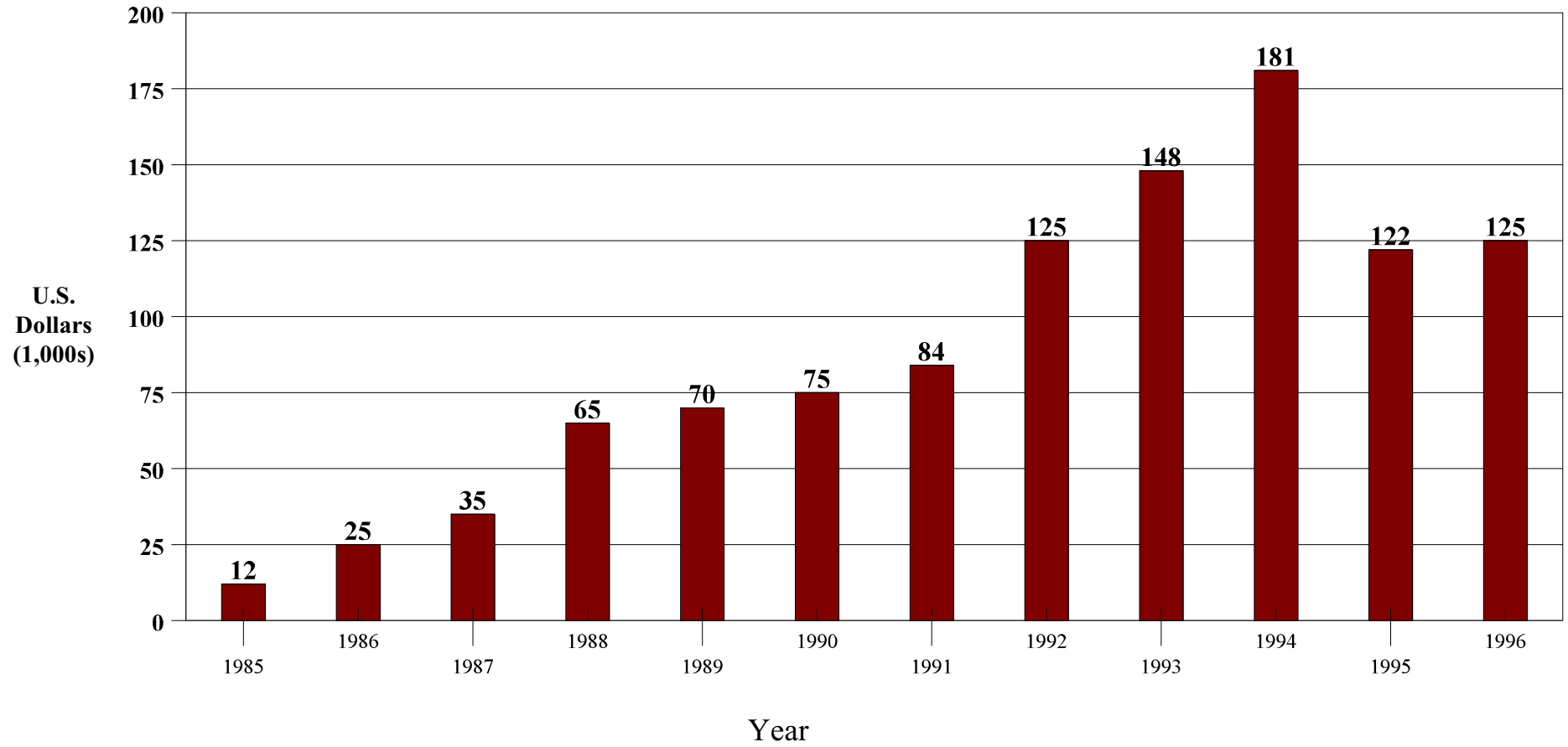
- Guidelines for Positive and Negative Corrective Action
- Life Line Interaction Guide Graph & Behavior Definitions
- Operating Effectively In A Bureaucracy-Building
 - Bureaucratic Capacity
- Periodic Performance Review
- Responsive Colleague
- Responsive Management: Line-Level Leadership®
- Responsive Management: Line-Level Leadership® :
 - Instructor's Presentation Script
- SeaTac Public Open Enrollment Seminars
- S³® Leadership Development Survey

FINANCIALS

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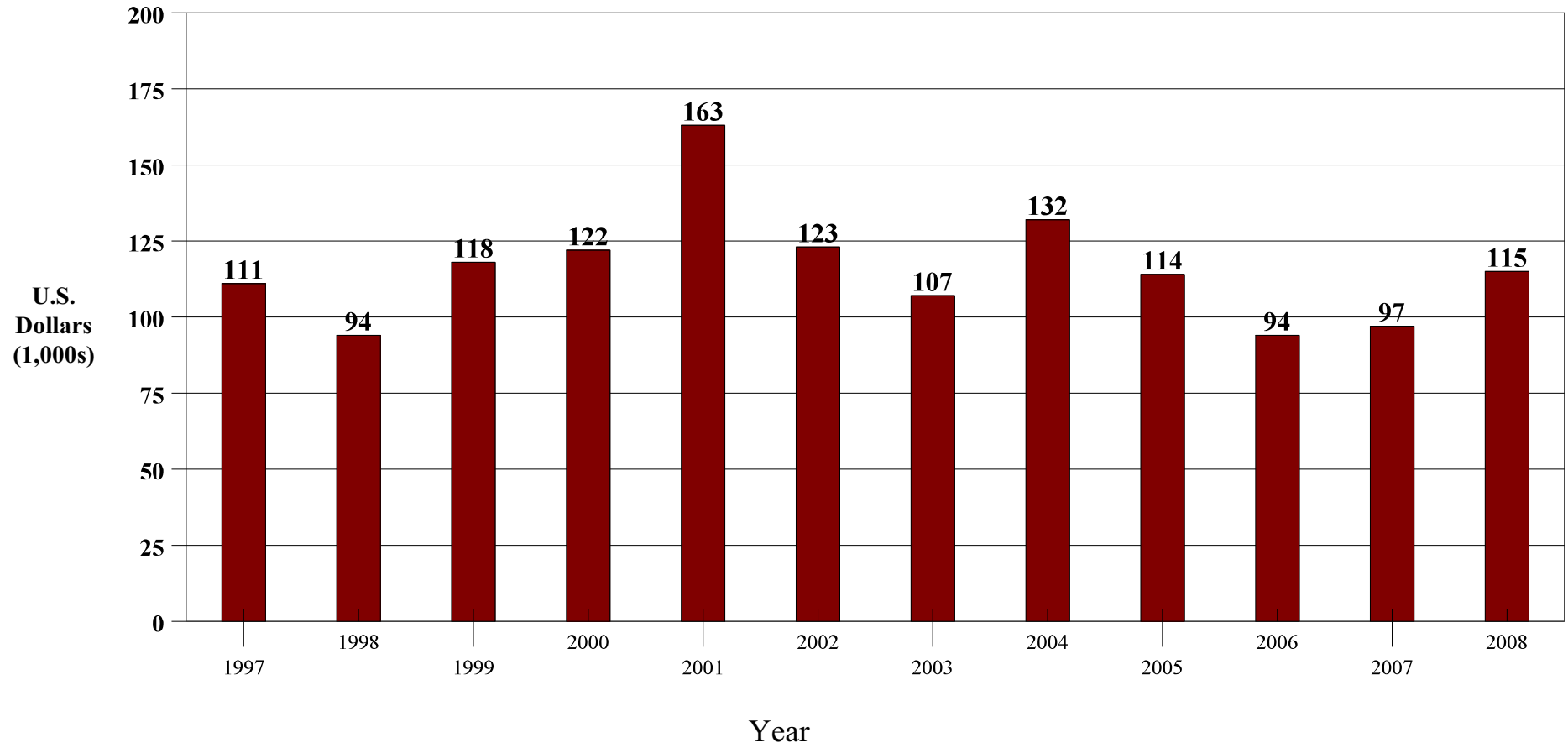


RESPONSIVE MANAGEMENT SYSTEMS®
SALES BY YEAR
1985 - 1996



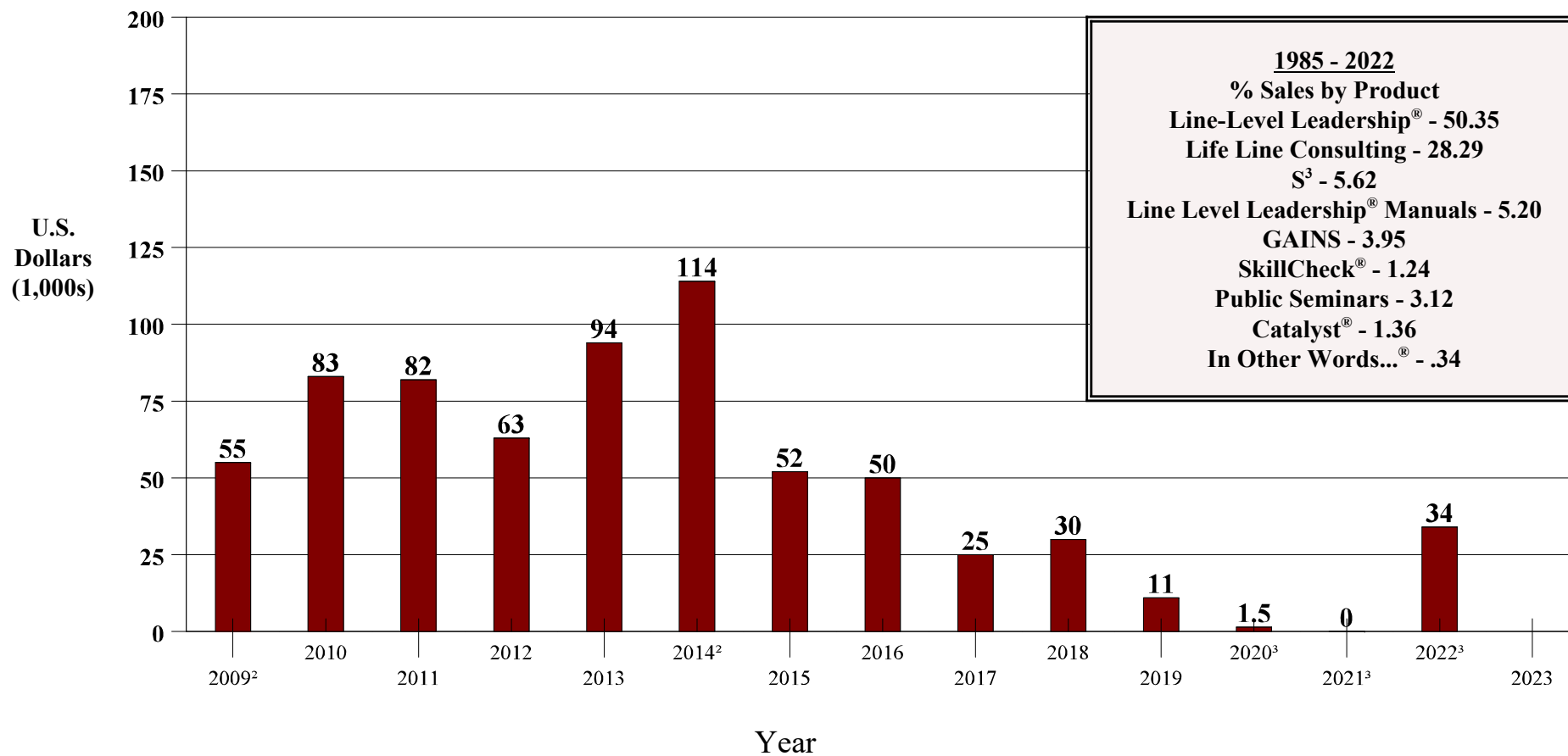
1991 Economic Contraction

RESPONSIVE MANAGEMENT SYSTEMS®
SALES BY YEAR
1997 - 2008



2001 Economic Contraction

RESPONSIVE MANAGEMENT SYSTEMS®
SALES BY YEAR
2009 - 2023



2009² Ceased Aggressive Marketing
 2009 Economic Contraction

2014² Ceased Active Marketing
 2021³ COVID-19 Pandemic

2020³ COVID-19 Pandemic
 2022³ COVID-19 Pandemic

