

**MADE *2* COACH**

*overcoming adversity*

*Your trusted partner  
to overcome adversity*

*Management Consulting*

**M2C**

**CRISSES  
MANAGEMENT**

**EMERGENCY  
MANAGEMENT**

**BUSINESS  
CONTINUITY**

**M2C**

**TEAM  
TRAINING**

**EXECUTIVE  
COACHING**

**CRISIS  
RESPONSE  
EXERCISES**

**Made2Coach** is a management consulting company with a **hands-on approach** focused on **organizational resilience and security**.




We work side by side with companies, preparing them to better **manage risks** and **overcome incidents, emergencies, disruptions or crises**.

# Mission

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**TO DEVELOP THE CAPABILITY OF ORGANIZATIONS TO OVERCOME ADVERSITY, STRENGTHENING THEIR RESILIENCE AND SECURITY FOR SUSTAINED SUCCESS.**

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-  We collaborate with companies in anticipating risks and preparing their response to potential crises, in order to emerge even stronger, enhancing their reputation and brand.
-  We align each project with the client's specific needs, strengthening its organizational capability to overcome complex scenarios with possible negative business impact.
-  We view business continuity, incident, emergency and crisis management as interdependent parts of an integrated and effective response to adversity.



# What we do

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As a consulting company focused on resilience and security, our main services include:

## EXECUTIVE COACHING



## CONSULTANCY



## EXERCISES



## AUDIT



## TRAINING

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### A distinctive approach



M2C starts where many others end...



In fact, if you already have a business continuity, emergency or crisis management plan, even if it was not designed by us, we will build from there, reinforcing your effective ability to respond to adversity.

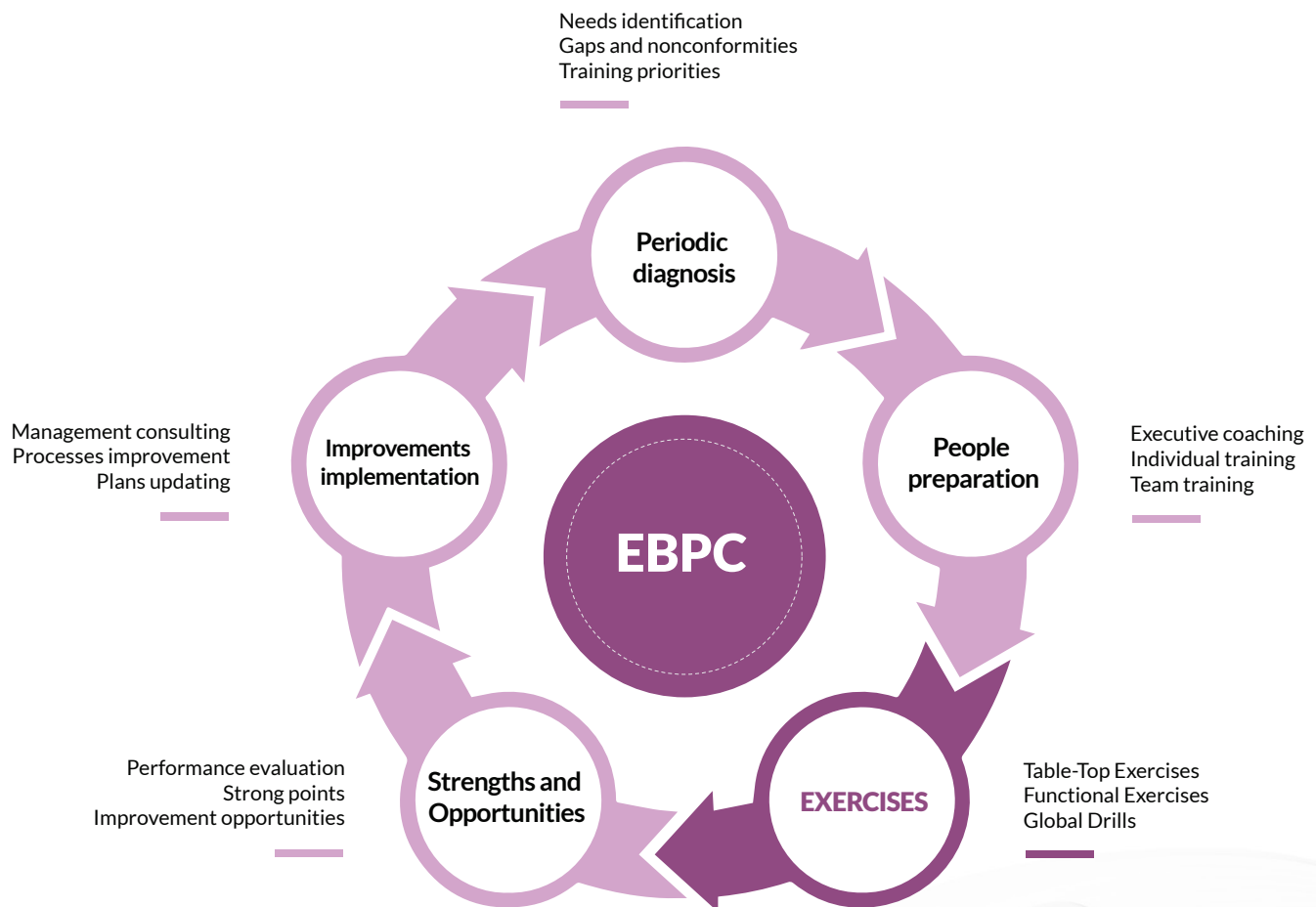


How? Through the Exercise-Based Progress Cycle, designed side-by-side with each client.

# How we do it

## Exercise-Based Progress Cycle (EBPC)

- Aligning doctrine and practice: actual performance is the main goal.
- Focusing on organization priorities: we know resources are limited.
- Adapting to the company's normal operation: we adjust ourselves to the reality of the customer.



# What's in it for your business?

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## Greater ability to deal with uncertainty and emerge stronger from a crisis

Cyberattacks, industrial accidents or sabotage, infectious diseases, extreme weather events, marketing of defective or adulterated products and defamation on social media are just some of the situations that you may face in this more uncertain juncture.

The question is not "if" it will happen, but "when"...

### Preparation | Overcoming ⇨ Reputation | Trust

Having certified management systems as well as procedures and response plans is essential but not sufficient.

Effective preparation requires the involvement of top management, accomplishment of exercises and improvement of plans.

This is the best way to ensure that a crisis can be overcome at the lowest cost, reinforcing the company's reputation and stakeholders' trust.



# ... and beyond that?

## Strengthening team spirit and cooperation between functional areas

Investing in anticipating, preventing and preparing for adversity generates value for the organization, far beyond the capability to overcome a crisis.

It is not just a matter of thinking about future unforeseen events, but also reinforcing current competitiveness.

Agility | Cohesion ⇨ Growth | Sustainability

M2C's practical approach promotes a more agile and cohesive organization, focusing people on the pursuit of common goals.

Exercises improve teamwork and interdepartmental cooperation, helping to better face daily challenges.

These are essential factors that any company needs to foster business growth and sustainability.



# About us

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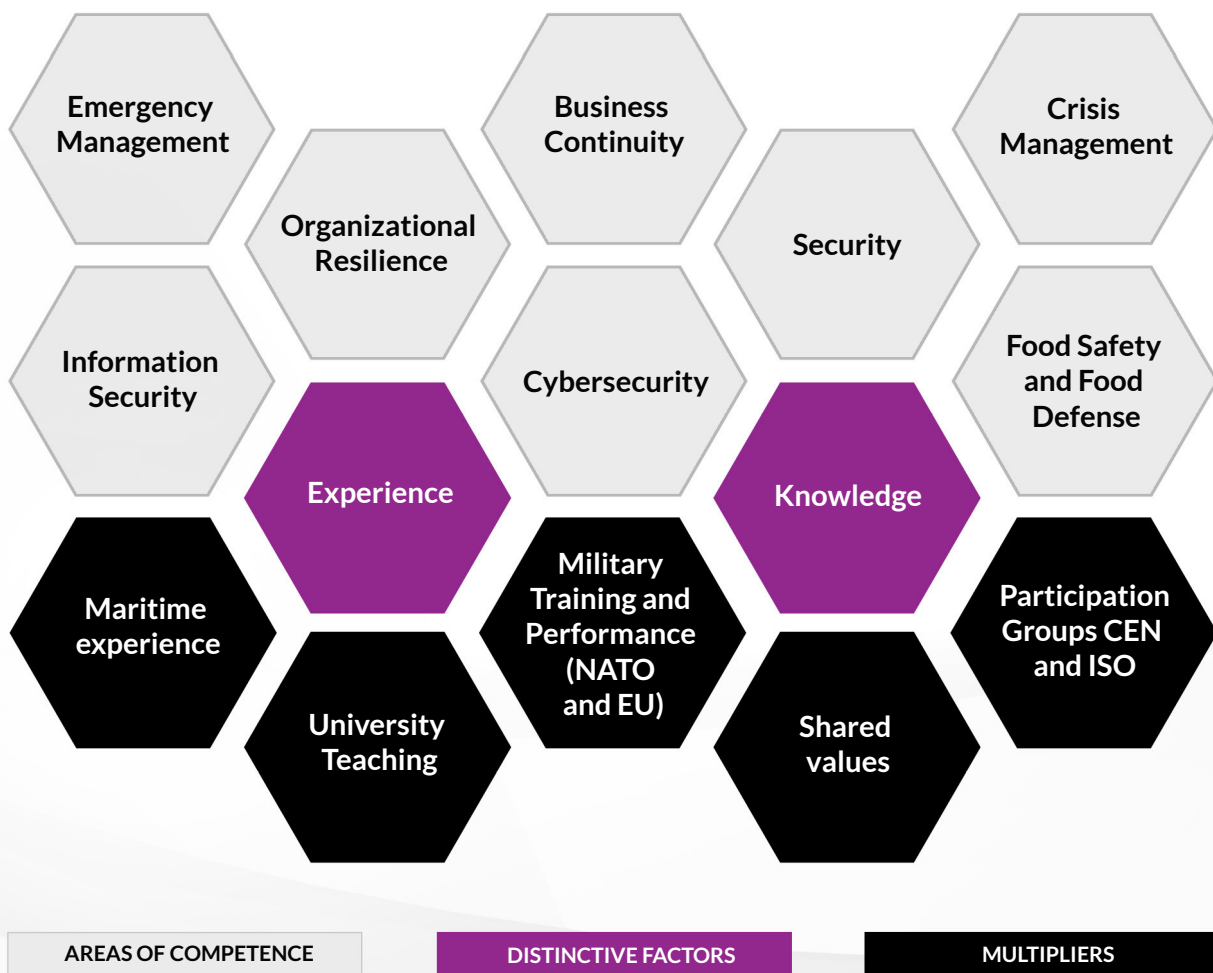
## Since 2008 alongside major companies

M2C started its activity in 2008, as a brand of Made2Grow – Consultores, Lda, becoming autonomous in 2014. With a wide range of skills, M2C's activity has been focused on crisis management and business continuity, in the banking, insurance, security services, manufacturing industry and shopping centre management sectors.

## Differentiation by the quality of our people

The recognized experience and expertise of our consultants results from the most demanding training and military performance standards, including NATO and EU, as well as from their activities as experts in the European Committee for Standardization (CEN - Comité Européen de Normalisation), the International Organization for Standardization (ISO) expert participation, and Academia, with a particular focus on crises management.

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# Values

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Values are the principles that guide, shape and inspire our consultants activity and attitude, representing what we are not willing to give up.

Made2Coach values are **C.O.R.E.**

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## Confidence and Trust

The trust placed in us is an irreplaceable asset to which we are permanently committed, aware that it is only with ethically responsible attitudes that we can preserve it.

## Organizational Cohesion

We value the development of organizational synergies and joint efforts, based on a contribution to the whole and attention to individual attitude.



## Resilience

We focus on the anticipation, prevention, preparedness, response and recovery from adverse situations, to leverage strengths and opportunities with a constructive approach.

## Excellence

We seek superior levels of quality, grounded on best practices and knowledge development, being always open to new solutions.



***“Alone we go faster, together we go further.”***

# Ready to move forward together?



## **Already know exactly what service you need?**

Ask us for a commercial proposal.

We will go the extra mile to reach a value proposal that better suits your needs.



## **You want to invest in resilience and security, but don't know where to start?**

We can create a tailored plan to your company's needs.

The initial diagnosis, within the scope of the Exercise-Based Progress Cycle, is the corner stone to reach a proposal of value to you.



## **Would you rather start by getting acquainted with our exercises?**

Together we can design the most appropriate exercise and prepare the participants, in order to promote the best individual and group experience.

Building on strengths and opportunities for improvement, we respect each person, mitigating the normal fears of exposure to the unknown.

For more information contact us: **E-mail:** [geral@made2coach.com](mailto:geral@made2coach.com) **Telephone:** +351 213 303 755

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