

## LEADING UNMANNED SYSTEMS DEVELOPER IDENTIFIES BOLD STEPS FOR COMPANY VISION

**ABOUT SENTINEL ROBOTIC SOLUTIONS LLC.** Sentinel Robotic Solutions (SRS) is a highly-experienced, renowned developer of unmanned systems for use in a variety of challenging, end-user applications. Typically, customers large and small come to SRS for help in achieving a “first” or “unknown” - a commercial, educational or operational objective in the context of some new or emerging unmanned system dynamic. With its unparalleled resources of technically experienced staff, suppliers, and integration partners, SRS steps in to solve their customers’ most challenging unmanned system problems, whether through technology development, integration, management, or training. Located in Wallops Island, Virginia, SRS also has a tremendous responsibility to the Commonwealth of Virginia in the management, operations, administration, business development and external relations in support of Unmanned Aircraft Systems (UAS) flight operations for the Virginia Commercial Space Flight Authority (VCSFA).

**THE CHALLENGE.** GENEDGE Growth Practice Manager Mike Levy visited SRS and facilitated an enterprise assessment using the CoreValue Discover® and CoreValue Deep Dive Analysis® software tools. In just a few hours, these tools enable GENEDGE to evaluate a company’s effectiveness at leveraging 18 key drivers of business value. During the assessment, Mike assisted SRS’s leadership in identifying their most important strategic opportunities, then gathered insight on how GENEDGE could best support SRS in closing any strategic gaps or barriers to success.

**MEP CENTER'S ROLE.** After environmental, situational and competitive analyses were completed, Mike facilitated leadership’s development of strategic “Bold Steps,” a key exercise to help SRS leadership focus and align resources around a strategic critical path. The approach is part a unique GENEDGE program called “Business Growth Accelerator,” a structured, visual facilitation that uses rapid planning to align the top leadership of any company. In follow-on work and coaching, Mike assisted SRS’s new chief operating officer with basic training in Lean Product Development principles to help organize and accelerate commercialization of an impressive, burgeoning development portfolio. Mike also helped frame business development success requirements; trained the team in basic market planning; and helped them focus their new business development strategy. Ultimately, the work led to the hiring of a new business development executive who will now lead and own SRS’s client engagement efforts in a more highly targeted, coordinated manner.

**"The Five Bold Steps were critical for me and set the vision for the company. The steps helped us realign our internal skill sets. They were the turning point where I was completely convinced that the program was worth continuing. GENEDGE is equipped with the right tools for both small and medium businesses to help them realize their strategic goals and to help them understand the intent of the business in a clearer idea."**

-Peter Bale, CEO

## RESULTS

-  anticipate **\$1,060,000** in increased or retained sales
-  anticipate **\$220,000** in cost savings
-  anticipate **\$50,000** in new investment
-  anticipate adding **9** jobs

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