



**Landmark**  
CONSULTING GROUP, INC

# SERVICES FOR EDUCATION ORGANIZATIONS

**We help high impact education organizations redesign themselves to achieve the next level of innovation, scalability and sustainability.**





**We are systems thinkers who are passionate about tackling big, bold challenges that create breakthroughs for sectors, organizations and society.**

**The collective impact of our clients: 1,100 schools and 350,000 students, over \$500 million in philanthropy raised and over \$1.5 billion in investment capital deployed.**

**We were the first to specialize in codifying school designs to be replicable and to create replication systems supporting high fidelity growth.**

**350,000+ Students**  
**1,100+ Schools**  
**Impact**

\* schools and students, our clients, have been impacted from the strategic work we have done with them.



In 1992, our school design work began resulting in the launch of the Napa New Technology High School - an all project-based learning school modeled after project management practices used at Landmark.

In 2000, the school replication process began using a methodology and framework that was inspired by the Ritz Carlton organization's protocols as well as from the experience our founder, Ted Fujimoto, garnered in partnering with the consulting firm that redesigned over 11 worldwide automotive and hospitality retail networks.

# Leadership Ted Fujimoto

**“High performing schools unlock the power of intrinsic motivation within their students and teams starting with the foundation of relationships, authentic relevance and motivation for excellence.”**

Ted Fujimoto is an entrepreneur and expert in leadership development and organizational redesign. At age 18, Ted founded his first company that designed and implemented logistics and customer relationship management and financial systems for his clients that included AirTouch Communications (now part of Verizon), LVMH, California Chamber of Commerce, General Motors and Remy Martin.

In 1992, Ted’s biggest challenge was finding qualified people to hire to help grow the company. This ignited the co-development and co-creation of Napa New Technology High School, opening its doors in 1996. The school conducted all learning through project-based learning, modeled after the project management protocols used by Ted’s company while combining a focus on creating a culture and team agreement of trust, respect and responsibility.

Shortly thereafter, Ted sold his first company and became an equity partner in a consulting firm that had a 35+ year track record of redesigning the customer retail network experience for 11 automotive and hospitality brands worldwide. The magic in the firm’s methodology was how organizations can systematically create, replicate and sustain a completely different culture by changing the mindset of team members and the motivational drivers from extrinsic to intrinsic. This experience helped him provide guidance for the launch and expansion of the organization that evolved into the New Tech Network and the growth of Big Picture Learning that currently have over 400 schools using their whole-school designs between them.

Ted was invited to oversee both the Bill & Melinda Gates Foundation and Carnegie Foundation grants for a Sacramento region education and workforce development intermediary organization working to redesign schools. He describes this experience as one of the most challenging in his career with the obstacle of implementing and sustaining innovative proven practices within systems not fully aligned to support them.

For the past 12 years, Ted Fujimoto has been president of Landmark Consulting Group that helps clients redesign their organization, scale innovations and develop strategic alliances. The firm works with, and at times holds equity in, game-changing clients that span across education, entertainment, music, technology and real estate. He serves on the board of the California Credit Union, a \$3 billion credit union which recently completed the largest merger of equals in credit union history. Ted is the co-founder and co-chair of the Right to Succeed Foundation, a non-profit organization dedicated to transforming at least 6,000 public schools into “American Dream Schools” within the next 10 years using replicable deeper learning whole-school designs like New Tech Network and Big Picture Learning.

Twitter @TEDFUJIMOTO



# Client Perspective



**Here is what education client teams say  
about their experience with us.**

“This process has truly changed our view of Leadership. Before going through the training with Ted, we felt completely overwhelmed, unheard and burnt out. This training has given us true direction on what a School Leadership Team should look like.”

“It has completely changed the dynamics of how our Leadership Team operates.”

“When we returned to school, our School Team noticed a difference in how we behaved. There was a fire in our eyes since we had time to activate our curiosity and participate in some ‘deep’ thinking.”

“The process pushed my team to do organizational soul searching to find out what is core to our program and to question if our practices, policies, tools and systems set us up to execute our core priorities.”

“It helps you define what you want do and then helps you execute that vision through a framework that places people and relationships at the center.”



# Expertise **Perspective**

**Teaming with us will deepen your understanding, perspective and enthusiasm for your work as educational leaders.**

## **Design**

Great school teams know what it takes to operate a high performance school. However, they often find it challenging to articulate clearly and simply what they are doing and/or which design elements are the most important in creating this success. We have helped develop some of the most powerful and outstanding school designs and have seen hundreds of school designs and practices flourish across the country. We can help your team articulate the school design in the most concise, precise and easy-to-understand way.

## **Scalability**

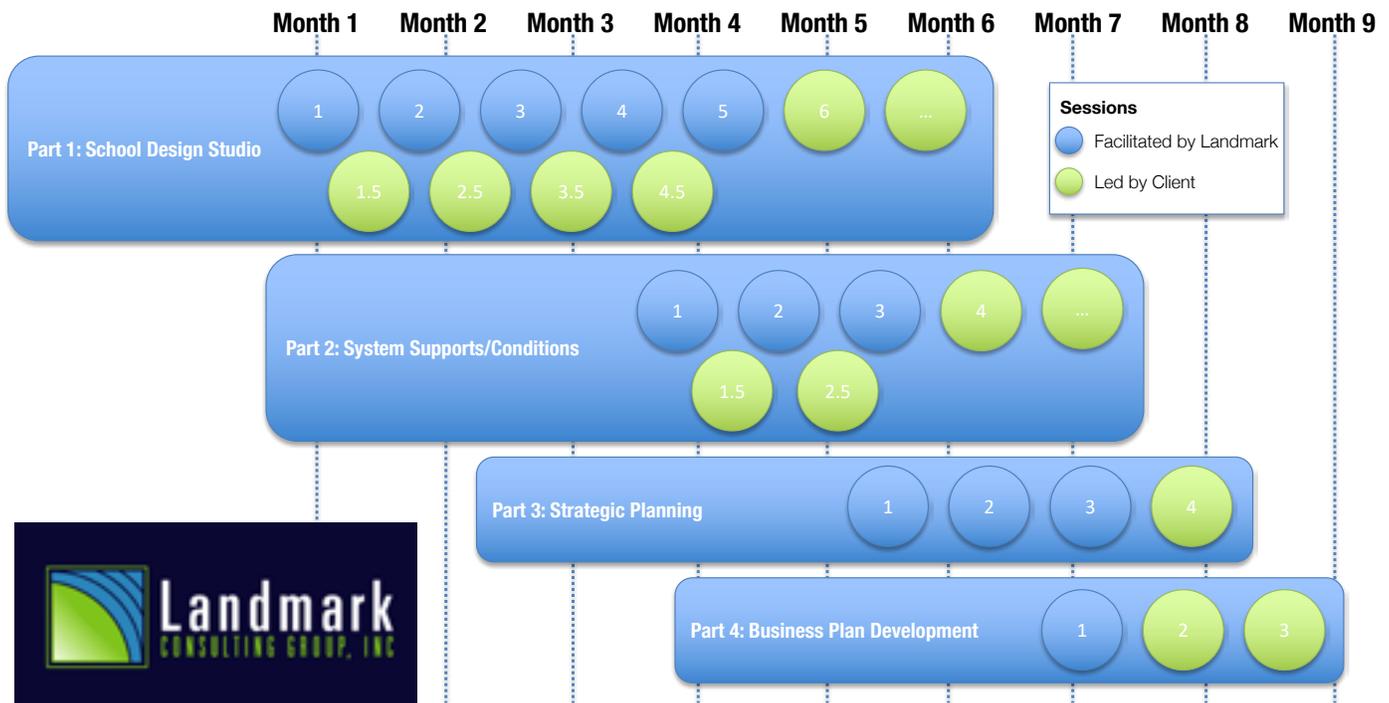
Defining school design elements is one thing - implementing them is another. A well-designed replication system makes starting each “next” school and training new team members easier. Our team has designed some of the largest and fastest growing school replication networks in the country. We are keen to share our insight and know-how from our experiences with these school replication networks.

## **Planning**

Solid growth plans respect the delicate balance of opportunity, risk, available supports and resources, and above all, the readiness of your systems and teams. Our clients have raised over \$500 million in philanthropy with the business plans that were created using our unique strategic planning process.

# Methodology Plan

Our successful design and planning process will help your organization develop stronger strategic plans.



1

We first start with a process to help school teams clearly identify and define their non-negotiable design elements that drive results. This is conducted through a series of five 4-6 hour hands-on design sessions at 3-4 week intervals interlaced with a school team's independent work.

2

Next, we help you design the systems and policies necessary to create coherent ecosystem for these design elements. These are the necessary conditions and processes that are needed to sustain high fidelity implementation over an extended period of time and through many replications.

3

The strategic planning process is focused on developing agreements around (a) understanding the dynamics of the external environment including opportunities and risks; and (b) the resources, budget, systems, policies and structures to sustain the needed ecosystem.

4

We assist your team in developing the business plan document that consists of a summation of the agreements formed in the strategic planning process. We will work with your team to tailor the document for a variety of audiences and help you prepare for important pitches with funders and stakeholders.

# Connect Now

**Schedule a conference call with us. We are always interested in learning more about your organization and what you are looking to accomplish next.**

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