

Sigma Thought Piece - Community

The Sigma Group has built its success and reputation on a commitment to the creation of communities of common interest. We know that success in life, in business and for organizations is dependent on the realization of our interdependence as people and as institutions. To create the ability to mutually enhance each other's success, it is necessary to know the strengths and capabilities of others who are out in the marketplace. We have consistently created strategic alliances with firms with complementary capabilities to our own. We are careful to tell client companies and prospective clients of others in the marketplace who may be more appropriate than we are to meet some particular need. We also offer our clients our help in managing other external resources so that the best result can be obtained. We have been instrumental in the creation of coalitions of common interest such as The Coaching Coalition. The Coaching Coalition brings together senior executive coaches in the New York metropolitan area with those on the corporate side responsible for managing coaching programs.

It is easy to forget that throughout most of human history people traveled infrequently and lived in the same community for most if not all of their lives. Where one lived was also where one worked and frequently where one spent one's leisure time as well. It was not hard to decide whom to hire if one needed employees or whom to engage if one needed a plumber or a carpenter or a doctor or a lawyer. Everyone was your neighbor and everyone knew the strengths and weaknesses of those in one's neighborhood.

Today we are spread all over the world. Our society is highly mobile. We were not educated at the same schools, did not live in the same areas growing up and do not personally know the people we will hire for the most part, nor the tradesmen we will engage or the professional service firms to which we will turn.

However, it is becoming increasingly necessary to find people we can trust to serve us, to work alongside of us, and to advise us. The best way to do so is by creating communities that will emulate to some degree the small town reality that used to prevail in our world. The Sigma Group has dedicated itself to creating communities of common interest in which participants will know and trust the other members. Simply put, we commit ourselves to building networks of the brightest and the best across industries and professions.

When a major professional services firm was seeking to build a world-class external coaching program to serve their internal needs, we scoured the country to find the best coaches and helped our client firm to develop their own internal management program using these external resources so that they got the best both of what we had to offer and also the best available from our competitors.

We continue to look for opportunities to bring resources together to serve the marketplace as we also strive to know who the brightest and the best are so that we can bring our clients and colleagues together for mutual success.

We are proud of the fact that many of our competitors have referred their clients to us as well as asked us to serve as sub-contractors or advisers to them to help them serve their clients in the best possible way.

We make it our business to know the latest and the best solutions to a broad range of issues and challenges. When we are the best provider, we will put ourselves forward as the solution. But no one company has all the best answers nor all the best solutions. Neither does any company necessarily have exactly the right person for any given client. Our promise is that the needs of our clients will always be served first.

Our commitment, above all, is to create a marketplace in which the best can serve the best.