

Tuesday, Feb. 22, 1983

Business

• City finance officials
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• The Consumer Pr
revision beginning

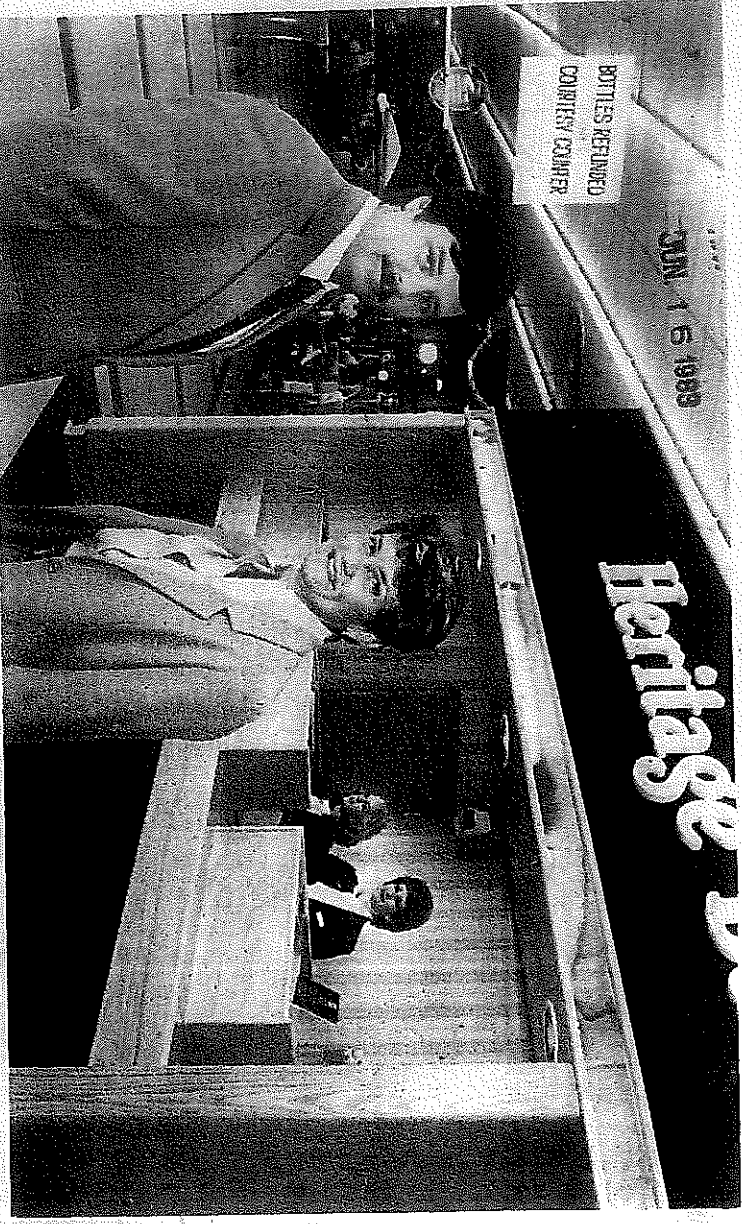


Banking at the supermarket

While most banks took a holiday, the first of Heritage Bank's new mini-branches made its debut Monday at the p.m., Monday through Saturday. In addition, the downtown Kroger supermarket at Abernathy and Roswell Roads, painted, modular branch offers travel-agent service and The first of three at Atlanta Kroger stores, the branch insurance.

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BOTTLES ASSEMBLED
COMPLETED



Staff Photo By Paul Elliott

FOUNTAIN ASSOCIATES PRESIDENT ELEANOR FOUNTAIN, HERITAGE BANK V.P. DONALD L. HERRING
Fountain Associates, An Atlanta-Based Consulting Firm, Works To Improve Management Techniques

Companies Utilize Consulting Firm

By LEE ANN HARRISON
Staff Writer

Both small businesses and large corporations are learning that efficient organization and effective management are the keys to staying afloat in today's turbulent economic waters.

Many firms are finding by investing in higher efficiency, they see increased productivity and higher profit margins.

Fountain Associates, an Atlanta-based consulting and training firm which has worked with companies nationwide, is currently involved with several DeKalb County businesses.

The firm's president, Dr. Eleanor Fountain, noted Fountain Associates can benefit any company — large or small — which is interested in looking at innovative ways to make improvements.

Fountain Associates begins the consulting process, Dr. Fountain said, by working directly with top management to determine the goals and needs of the company, taking into account the company's budget.

Next, through diagnostic testing and personal interviews with staff and management, Fountain Associates works with the client to determine the most cost-effective strategies for meeting the company's objectives.

"All of our work is tailored specifically to each institution's needs," Dr. Fountain stressed. "We don't offer canned programs."

Once the consultant and the client are in agreement as to the needs of the company and strategies by which the company can be strengthened, Fountain Associates initiates a plan of action, working closely with management and actively participating in each

stage.

Dr. Fountain pointed out this may be as simple as "the flip of a light switch" or as complicated as complete managerial reorganiza-

tion. Testing and evaluation, employee training, quality circles and incentive programs are a few examples of strategies which might be used to resolve defined difficulties, she said.

"Fountain Associates consultants are prepared to work with the entire organization — from the mail clerk to the president," Dr. Fountain emphasized.

She added there need not be problems for a business to take advantage of Fountain Associates. A company which is doing well can benefit from taking a serious look at its future, she said.

The Fountain Associates approach, she said, increases job knowledge, horizontal and vertical communication and company loyalty. As turnover and absenteeism rates go down, production and profits are increased, costs are lowered and the ultimate result is economic growth.

"The mistake most managers make is managing for today; we help businesses deal with both short and long-term goals.

Fountain Associates can also be beneficial in such areas as determining those employees who are most "groomable" for future key positions and organizing sensible programs for continued individual and organizational growth. Dr. Fountain also noted, "There

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tions whose employees Dr. Fountain has either consulted with or trained include J.C. Penney, I.R.M., Georgia Power Company, Rollins General Time Corporation, First Georgia Bank, American Bell, DeKalb County Government, DeKalb School System, DeKalb County Vocational-Technical School, Oglethorpe University and American Management Association.

Fountain Associates has done extensive consulting and training for the Heritage Bank, a merger of Gwinnett County Bank and Fulton County Bank. Heritage Bank Executive Vice President Reggie D. Cox commented Dr. Fountain has personally worked with all levels of staff and management in making a potentially difficult transition run more smoothly.

"We are extremely pleased with her progress with our staff over the past few years," he said.

Cox noted Heritage Bank is one of only a few in the state to operate banking facilities in grocery stores. Three locations have already opened in DeKalb County, he said.

"Heritage Bank is an innovative bank taking a unique approach to consumer banking in the metro area," Cox continued. "One component of that is providing professional employees and Dr. Fountain has been instrumental in this effort."

Subject File BUSINESS BANKS

HERITAGE BANK