



Strategic Planning, Administration & Human Resources

- ◆ **Evaluation Audits**... objective assessments of organization, administration, operations and marketing for proactive identification of concerns, challenges and opportunities for improvement.
- ◆ **Envisioning & Strategic Planning**... leadership, resources and support for vision development; strategic, creative and tactical planning; and plan documentation, implementation and monitoring.
- ◆ **Funding Solicitation**... research, documentation and presentation development for solicitation of institutional, micro-finance and private funding.
- ◆ **Administrative Documentation**... research, writing and packaging support for development of standards, policies, employee manuals, procedural and technical manuals, training courses/materials and literature.
- ◆ **Business Crisis Assessment & Intervention**... assessment of threatening issues and conditions to define challenges, identify alternative resolutions, and initiate strategic and tactical resolutions.
- ◆ **Franchising & Licensing Development**... business model suitability analysis, concept refinement, packaging, documentation, launch, marketing and support for all aspects of development, operations, marketing and geographic growth.
- ◆ **Organization/Workflow Design & Staffing**... definition and documentation of organizational structure, staffing and workflow, and development of requirements, standards, processes and programs for recruitment, hiring, training, motivation and management of capable personnel.
- ◆ **Training Program Development**... strategic, creative and production support for development, packaging and implementation of traditional and interactive digital training programs.
- ◆ **Mystery Shopping & Performance Testing**... objective, on-site/direct evaluation and reporting of service, quality, compliance, performance, marketing and competitive benchmark issues to identify and recommend resolutions for functional and communicative deficiencies.
- ◆ **Intellectual Property Development**... development, packaging and registration of trade/service marks, copyrighted works and other forms of intellectual properties.
- ◆ **Executive Coaching**... counsel and support to help you better balance the demands of your business and your life, and strengthen your ability to manage and motivate your team.
- ◆ **Family Business Counseling**... objective guidance for family members struggling to reconcile business objectives and responsibilities with family and social relationships.

Technology & Internet

- ◆ **IT, Application Development & Software Integration**... technology research; application software design, development, programming and acquisition; database development and management; networking consulting; and resources for system/software planning, integration and implementation.
- ◆ **Website & E-Commerce Development**... comprehensive support for the design, construction, maintenance, marketing, hosting and support of productive Websites, intranets and database systems, featuring cutting-edge technologies, design, search-engine optimization and marketing strategies.

Marketing

- ◆ **Marketing/Sales System Development & Research**... powerful tools, automation and intelligence to increase the focus, efficiency and productivity of marketing initiatives and campaigns.
- ◆ **Advertising, Promotion, Presentations & Publicity**... creative, design and production support to strengthen brand image/value through quality campaigns; collateral/packaging; displays; presentations; and public relations/affairs support, resources and programs.
- ◆ **Media**... research, planning, budgeting and placement support for offline and online marketing.

Just some of the virtually unlimited array of services available to support your needs and growth!