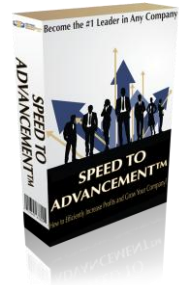


SmartStart™ Program

SmartStart™

Whether you are starting a new business, facing a change for your company or looking to take your business to new levels of success—you want to start smart. This is why we have created the “Speed-to-Advancement” SmartStart™ Program.



We understand your entrepreneurial spirit and applaud your desire to take control of your life and your career today and in your future. We also want you to make a fully-informed decision about your new or revised career path and the business model that you envision.

SmartStart will supply the tools and support you need to meet the goals that you've set for yourself. Depending on your unique situation, this may include:

- Critical Analysis and Strategic Visioning
- Mutually Crafted Plans
- Branding, Posturing, and Marketing Support
- On-target Coaching
- Professional Skills Training

Our program ensures that you start your business the way you intend to run it—successfully and profitably—or it helps you achieve that next level of success in your current company.

Our initiating SmartStart program includes:

- An analysis of a self-administered Assessment that will allow us to understand you, your style and your motivators.
- Preparation of your SmartStart Strategic Analysis (SSA) – our impressions and thoughts about your business vision along with additional questions to fill in any understanding gaps about your business, your products or services, your marketing approach and all other aspects of your venture. Included in the SSA are immediate and long-range, forward-motion recommendations.
- Multiple one-on-one calls (may be audio or Skype) for us to review your response to the SmartStart Strategic Analysis together and determine the appropriate areas of support and assign responsibilities, accountabilities and timelines
- A detailed 90-day plan that will keep you on-track—ready to work toward your goals
- Mutually crafted one-year, and possibly three-year strategic plans

After you've “started smart”, and while you are working on the details of your 90-day plan, you may want to seek additional support.

- Branding, service offering packaging, marketing analysis and launch plans as needed
- Marketing material, including web-site materials, articles, white papers or a book that supports your business
- Process definition and documentation for internal use or for your clients
- Coaching support to help keep you focused and motivated while you are completing your strategy and plans

At your request, we can review your additional support needs together and agree on an on-going package of support.

We are ready to begin when you are, and are ready to support you—professionally, personally, and emotionally as you begin (or continue) to
Aim High and Soar!

Our SmartStart success is measured by YOUR success!