

LOOKING FOR THE WAY FORWARD?



Three Key Questions for Business Owners and Managers:

- *Where are you now?*
- *Where are you going?*
- *How will you get there?*

Read on to discover a comprehensive,
integrated approach to business
improvement.



WHERE ARE YOU NOW?



There's an old saying: If you want to go from Pittsburgh to Los Angeles, you can't start from Cleveland!

To enjoy steady, healthy growth, you need to know where you're starting from. You may be ready for launch, but where is the launch pad? What condition is it in? We will answer questions such as:

- Is cash flow positive?
- What is your net profit margin?
- Is employee turnover an issue?
- What is your market share?
- Who are your key competitors?
- How do customers rate your service?
- What trends are you watching?
- What technology needs do you have?
- How skilled are your managers?
- What is your current net worth?
- What keeps you awake at night?

If there is no starting point, there is no way to measure progress. We will determine with great clarity where your "starting line" is!

WHERE ARE YOU GOING?

From the analysis we do of your business, a number of strategic options will emerge. Your task at that point will be to determine the *specific direction* you want your company to take.



Once your direction forward is clear, in our next phase we will determine:

- Your mission, the areas of growth or improvement you'll want to focus on in the next 12 – 24 months.
- Critical Goal Categories, which divide the Mission into manageable sections.
- Goals and Action Steps, the specific results you'll achieve, and the step-by-step actions needed to achieve them.

Success in real estate is “Location, Location, Location.” Success in your business is “Focus, Focus, Focus.” This phase of our work together will determine and emphasize your business focus.

HOW WILL YOU GET THERE?

Pilots need flight plans. Cooks need recipes. Builders need blueprints. . .

As a business owner or manager, you need strategic and business plans for your business! These plans can be informal, vague, ineffective and ever-changing. OR, they can be clear and systematic—the kind we're going to create together!



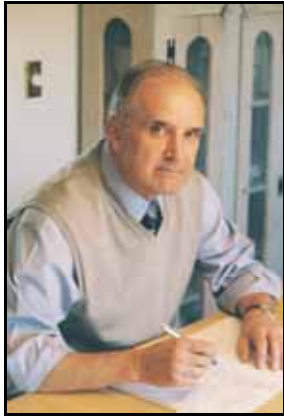
Your strategic plan grows out of the analysis of your business. It's the direction you've decided to take the business. It's what you're going to focus on.

Your business plan—with its past history, financial analysis, and business forecasts—is a formal record of who you are, where you've been, where you're going (strategy) and how you're going to get there. Forecasts are included for:

- Sales
- Income (Profit and Loss)
- Cash Flow
- Balance Sheet

We will create your business plan using SBA-recommended software. With its clear, colorful, graphics and accompanying explanations, your plan is one you can show with pride to all who have a stake in your success!

WHO WILL YOU CALL?



Jim Hall, PHR

Choose Jim Hall because he will listen to you. Yours is the agenda that matters. Jim will hear you, and he will hold you accountable (in a nice way) for the results you want to achieve. Whatever the size of your business, you are his most important customer. He has the planning and other technical expertise that you're looking for, achieved in a 25-year career as a manager, planner, HR professional and trainer. While you may choose Jim for his technical expertise, you will stay with him because of the attention you receive--and the concrete results you'll see in your business.

Ways we can serve you include:

- Strategic and Business Planning
- Leadership Development
- Employee Development
- Human Resource Services
- Technical Training
- Editorial Services

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