

EXECUTIVE GUIDANCE

If you are like most executives, you feel inwardly focused and are losing touch with the real world.

You worked hard to get to where you are. You say to yourself, "Who would have thought the demands of running a company would take me so far away from what I came here to do?" You came here to be a leader, not a manager.

You yearn to drive innovation. You want to make a difference, to stand out. Instead you are continually organizing the fire brigade.

You think to yourself, "If we are just putting out fires, how prepared are we to thrive in tomorrow's marketplace?"

You know eBusiness is on the upswing. You hear it everywhere. You wonder, "**How prepared are we to ride the wave to success?**"

You are concerned that the Internet bubble will burst again. But, still, there is something to this eBusiness that is compelling:

- Still a great business vehicle with unique properties
- The ultimate 1:1 opportunity
- A chance to change communications with customers to a on-going conversation.

Oh, but the devil's in the details. And where do you turn for answers?

Getting advice from your lieutenants is tenuous. No matter how bright they are, they don't always bring to the table the experience or breadth of knowledge you seek. Sometimes you feel they need to have an answer on tips of their tongues, but you wonder, "What is the quality of this answer?"



You need help getting your eBusiness "kick started." You want the "voice of reason" amidst the hype. Wise counsel. Experience. A check against your own intuition.

We have learned a great deal in more than fifteen years of doing B2B eBusiness and we have a great deal to offer you. And we understand your fears.

On a consultant basis to senior executives, we are available to help with strategy formulation, assessment, and analysis for your B2B and B2C initiatives.

We will assist you in thinking and working through your business initiatives and goals and help you determine the right course for your eBusiness.

- Develop a strategy for using B2B eBusiness technologies
- Adjust your Internet strategy to improve business results
- Build and strengthen your eBusiness team effectiveness
- Educate
- Formalize your approach to gathering new ideas for applying eBusiness
- Develop and nurture an environment where small ideas can grow into ones having a lasting and meaningful impact

Let us help you do what you love. **Let's take creativity in eBusiness at your company up a notch.**



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