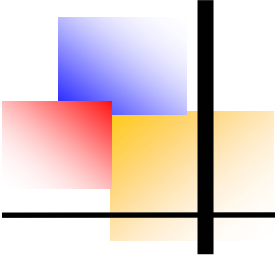


MANAGERIAL COACHING



The era of the eBusiness czar is gone.

In the mid 90's, when few people knew eBusiness well, some managers were assigned to drive the initiatives at their companies...and the czar was born.

But now, eBusiness is being "mainstreamed."

That's great! And that's bad!

It's great in that the "youthful exuberance" of the web has been replaced with the value of real financial and practical business assessments.



It's bad in that people lacking the background and experience in eBusiness are coming into jobs that are "over their heads." They are good people. They just have less experience than they need. They don't have the breadth of knowledge that allows them to understand the plethora of options available. For example, they may see the web as the basis of their solution, when in reality it should be just one component in their toolbox.

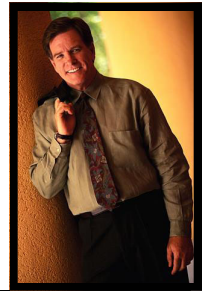
If you have assigned someone to fill this type of position, you need to give them a "leg up." You owe it to them to help them succeed. **We can help.**

If you are the person who has been assigned to this position, we can come alongside you to be a sounding board and wise counselor. We can give you the balance you need and help you get "up to speed" expeditiously.

We will assist you in developing your critical thinking skills as it relates to eBusiness and help you "guide the

ship.”

- Build your personal expertise in B2B eBusiness
- Strengthen your credibility with your team and increase effectiveness
- Improve your business results
- Help you understand and “go beyond” customer requirements
- Help you anticipate and avoid problems and conflicts
- Help you understand "cross over" issues that get in the way of excellent eBusiness support
- Provide personal education and training.



Here is how it works:

- The program runs for thirty-day intervals.
 - If two intervals at a time are booked, there is a 5% discount
 - if three at a time, a 10% discount
 - for four or more at a time, a 15% discount.
- There are three levels of service:
 - **Normal access.** Up to two phone calls and five emails a week, received and returned within the customer's business hours. Unlimited conventional mail review and response. Calls and emails are not cumulative and cannot be "carried over" to succeeding weeks.
 - **Unlimited access.** As many emails, phone calls, and letters as desired, with responses provided as needed and not subject to business hours (e.g., a weekend call may be required in anticipation of a Monday morning meeting).
 - **Structured access.** For managers desiring more structure, we offer three thirty-minute scheduled individual telephone sessions per month, plus unlimited emails. This is most effective with people who are willing to prepare ahead for calls.
- Calls are returned within ninety minutes and email within the same day. Conventional mail and courier packages are reviewed/replied to within twenty-four hours of receipt.
- Services begin when payments are received. All payments must be made in advance.



Interested? Contact us for more details and let us answer your questions.



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