



STRATEGY GROUP INTERNATIONAL LLC

"GROW YOUR BUSINESS...REALIZE YOUR DREAM"



FACT SHEET

ABOUT STRATEGY GROUP INTERNATIONAL

Strategy Group International is a full service *Business Services* firm combining the best in strategic consulting, analysis and planning, with experienced business and executive coaching. SGI's mission is to advance ownership decision making, drive management action, guide marketing direction and stimulate overall company performance for improved bottom line growth.

Our experienced professionals are previous business owners, experienced business coaches, senior consultants and successful entrepreneurs. They have the proven marketing, creative, technical and financial expertise. They have the business management experience to provide you with proven high quality programs, from business planning to kick start programs and support services, all the way to full blown team assessment and development. SGI provides the needed energy, experience, strategy, tactics and advice to effectively define your business, establish realistic goals and design a path for you to achieve success.

SGI's clients are selected more on attitude than size. They want to work with us because we understand that people are their most important resource. Systems should run a company, so we offer the most practical, most applicable and easiest to implement strategies to grow and develop a business into a more successful entity for its owners.

We combine the best of Business Coaching and Consulting.

DIFFERENTIATORS

SGI provides comprehensive and integrated business coaching, strategic advisory services, strategic marketing & tactical support, business consulting, outsourced communications services, public relations and investor relations services to business owners and senior managers at small, middle market and large businesses. We work with pre-revenue new businesses and growing companies where execution, speed, and focus often mean the difference between success and failure.

The key to both our clients and our own success is SGI's relentless focus on sound business fundamentals, a unique marriage of strategy, tactics and operations expertise and a pledge to provide only proven effective solutions.

Although SGI emphasizes meticulous research, planning, and strategy, we are also very hands-on. We'll do whatever it takes to achieve profit and sustainable growth for your enterprise. If you are looking for a business partner with integrity, passion and a talent for delivering results, then you have come to the right place - SGI.

FOUNDED: 2002

MIKE MENAKER, PARTNER



- 40 years of Business Experience
- 6 years Senior Coach – Action Coach
- 25 years senior management with Fortune 500 companies
 - Engineering and Manufacturing
 - Systems and Operations
 - Finance; Human Resources
 - Training; Sales and Marketing
 - Client Relations and Customer Service

DAVID REINGOLD, PARTNER



- 35 years of Business Experience
- 30 years Executive Management in Information Technology & Consulting
- 7 years Chief Marketing Officer
 - Strategic Marketing Consulting
 - New Business Development
 - Alliance and Channel Development
 - Systems and Operations



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SIGNATURE COACHER™

World class coaching from an experienced business professional is often the business owners' first line of support as the owners strives to stabilize their investment, moving from chaos to mastery in their foundation skills and knowledge. SGI has a program of individual, group or executive coaching that will support you every day. We have specialized coaching programs, such as our *Marketer Coacher*, supporting your company's marketing program. With SGI's *Signature Coacher*, you are never alone.

SGI ACTION COACH SUPPORTER™

Often owning a business, especially an Action Coach Franchise, having to coach multiple clients while still managing to find the time to sell, market, pay bills, maintain a CRM system and a host of other necessary activities - can be a daunting and isolating experience for the best of us. SGI's Action Supporter, created by and for an Action Coach professional, becomes your silent partner and secret weapon. We have assembled an array of essential services and products to maintain your infrastructure and grow your business.

SGI BUSINESS OWNER DEVELOPER™

Business owners quickly realize that the set of skills they brought to their business is often inadequate to sustain growth and remain competitive. They turn to SGI to develop new skills and strengthen others to gain marketplace advantages. Our collection of proven seminars and workshops cover a wide area of essential skills, know how every business owner should acquire including planning, analysis, human resource training and education, marketing, selling, and lead generation.

SIGNATURE DISCOVERER - FDAM™

Strategy Group International's exclusive "Facilitated Discovery and Mastery" services begins with a thorough, interactive discovery meeting designed to first, systematically build a comprehensive profile of your enterprise; second, clarify your goals, and third, establish your stewardship style. We work hard to determine what is preventing your business from running smoothly or meeting its targets - is there chaos or uncertainty in processes that will fail as growth occurs? SGIs skilled facilitators guide you through all of the discovery phases and draw from you knowledge and facts often hidden or even repressed by the daily pressures of your business. Together, we create a "*Strategic Action Plan*" to improve and grow your business.

CONNOISSEUR CONSULTING™

Connoisseur Consulting services is a collection of consulting practices designed to work with business owners and managers and coordinate, as needed, with SGI's Business Coaching group. Our consulting practices provide independent professional advice to any organization on some aspect of its activities. We may advise on the overall management and direction of a company or on a single aspect or process. We also provide consulting assistance to specific projects, such as the establishment of a marketing program, the identification of strategic business alliance partners or channels to market. Connoisseur Consulting is group of sought after consulting practices: Web Consulting; Franchise Consulting and Small Business Consulting which includes specialist services in planning, marketing, alliance building, management and strategic consulting.

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