

**Could your business benefit from outside help,
but you can't afford professional consultants?**



Really!
I can get professional
consulting services at
no cost to my business?

presented by—

SBETA

San Bernardino Employment Training Agency

TAKE CONTROL OF YOUR BUSINESS

January 20, 2011

7:00 - 8:30 am

Continental Breakfast will be served

600 Arrowhead Ave., Suite 300

San Bernardino

909-888-7881 or 800-735-2922

www.SBETA.com



The City of San Bernardino Employment and Training Agency (SBETA) has served the business community for over 20 years. SBETA provides free business services to assist with recruitment, training costs, outplacement services and much more. For more information visit our website at www.sbeta.com.

RedFusion
Business Consulting

Slated for discussion are strategic areas to review in your business, simple tools to monitor progress, options to consider when personnel and capital resources are limited, and tools for collaboration.

This seminar will be of great value to CEO's, entrepreneurs, and established or start-up business owners who are looking to increase your company's potential and profitability.

If you are a business owner with 5-100 employees, operating within the City limits, please join us for this informational session

Learn how to move from captive to Captain

"Many business owners are held hostage by the current economy. More than coaching, we offer proven strategies that are designed to empower executives and move them back into an offensive position so they can powerfully "captain" their ship to move their organization forward."

**Ray Anderson, Seminar Presenter
Owner, American Business Concepts**

RedFusion
Business Consulting

The business consulting division of RedFusion Media™ Inc. has over 70-years of combined business consulting experience. Our associates specialize in finance, business practices, lean programs, organizational development, team building, and growth initiatives.

This program is sponsored and funded by the City of San Bernardino Employment and Training Agency, an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.



Business Consulting Services funded by the San Bernardino Workforce Investment Board

The City of San Bernardino Employment and Training Agency is sponsoring specialized business consulting services for City businesses, to improve their performance, with the goal of preventing lay-offs and increasing productivity and jobs. If you are a small to medium business owner (5-100 employees) operating within the City limits, who feels that your company could benefit from these services, please contact Ron Burgess or Ray Anderson to inquire about your eligibility for this program.

Ron Burgess: 909-798-7092; Ron@RedFusionMedia.com;

Ray Anderson: 951-634-6714; Ray@RedfusionMedia.com;

or, go online to:

www.RedfusionConsulting.com

RedFusion Business Consulting has over 25-years of consulting experience in assessment, planning, growth initiatives, efficiency and team building. Selected businesses will receive an initial assessment and action plan, followed by onsite training to assist in the implementation of that plan.

Assistance is available in the following areas:

- **QS Small Business Assessment Results and Review**
- **Strategic & Financial Action Planning**
- **Strategic Marketing and Growth Initiatives**
- **Team Building and Organizational Development**
- **Process Improvement**
- **Quality Management Services**
- **Product Development/Diversification Services**
- **Energy Services/ Environmental Services**
- **IT Services (Leveraging Technology)**
- **Succession Planning**



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Contract Objectives

Consultant & Company Working as a Team:

1. Discuss/debate performance issues that currently impede strategy.
2. Gain senior management agreement regarding High-Impact/Low-Performance areas.
3. Identify performance improvement goals
4. Determine action items, due dates, and metrics

Company Implementation with Internal Staff:

1. Determine and allocate the necessary resources to achieve each goal.
2. Develop and communicate performance improvement plan.
3. Execute plan

Products and Services Included

Quad Strat Online Assessment

We believe that effective strategy begins by first understanding where you are as a business, team and individual. Toward that end, we use Quad Strat online assessment to get anonymous feedback from key individuals at the board, executive, management and frontline levels.

The core drivers on strategy and culture are revealed by asking best practices questions divided into 19 principal elements. This comprehensive overview of the organization, from the minds of the people working in it, quickly brings understanding of “where we are.”

Behavioral Analysis for 4 Key Staff Members

Four key staff members will be given a behavioral assessment to determine the tendencies of the organization toward action, planning, organization and execution. Behaviorally balanced businesses get better results because their people understand that individual differences give them depth and breadth. The more people understand each other, the better they work as a team to find and solve problems.

Small Business School Bonus Membership

Participating businesses will receive a free one year membership, allowing them access to videos, case studies, and key business development questions based on hundreds of Small Business School episodes from PBS. Watching Peer success stories, lessons learned, and best practices from the shows, will be part of the success curriculum, illustrating what other successful business people have done to mitigate weaknesses and build upon their strengths.

Coaching and Action Planning

While information is valuable, success is only achieved through practice and execution. The Quad Strat assessment will deliver insight for developing an action plan that will provide the best short and long term results for your business.

RedFusion Business Consulting can provide business consulting in the following areas: QS Small Business Assessment Results and Review; Strategic and Financial Action Planning; Strategic Marketing and Growth Initiatives; Team Building and Organizational Development; Process Improvement; Quality Management Services; Product Development/Diversification Services; Energy Services/ Environmental Services, IT Services (Leveraging Technology), and Succession Planning.

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