

# Determine your goals and develop a plan

At **Optive Solutions** we help you “intentionally” design your business to achieve your goals:

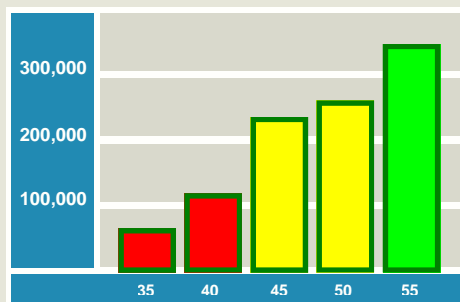
- Increase profitability;
- Increase sales;
- Reduce costs;
- Increase return on your investment in your business;
- Achieve work life balance through efficient and effective use of your time.

We provide perspective through goal setting, measurement, and critical analysis.

We facilitate understanding of opportunities for change through problem solving, process analysis, and application of best practices.

We achieve performance improvements through process improvements and change management in your business.

SALES//PROFITS//GROWTH



Optive solutions, llc

Optimizing  
Performance  
Through  
Innovation  
Vision and  
Execution



CONTACT A REPRESENTATIVE TODAY:

Optive solutions, llc

Business Advisors

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M.Ziethlow is accredited by the  
Institute for Independent Business



Do you feel “stuck” in your business?

Do you feel trapped with day-to-day worries and concerns?

Would you like to have a personal life or take a vacation without worrying if you’ll still have a business when you return?

Would you like a “get out of jail free” card?

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*When you first started in your business you had in mind a vision for your business - where it would be one day, what it would be like to work there, how much money it would be making. Also a vision of what your position or involvement in the company would be within a certain period of time.*

*Did the reality of business life cause you to temper that vision or perhaps even dismiss it as just a dream? Now imagine that you could have three wishes to help you achieve your vision for your company - WHAT WOULD THEY BE?*

*We can help you get your vision back on track.*



## Business Support and Advisory Services

Running your own business is one of the toughest and loneliest jobs there is. Who do you talk to for advice? Who really listens and who can you trust?

At **Optive Solutions**, it is our business to help you gain perspective on your business, to understand what is working, and what you might like to change.

If you're like most business owners, you spend far too much time working, thinking, and worrying about your business. If you just had someone to talk to - asking advice, or discussing an idea, or just "thinking out loud" about your business - would this be worthwhile?

Our experience says it would - especially when those who are listening have the experience and expertise to discuss any and all aspects of your business. Some companies have boards of directors and executive teams - smaller businesses do not. At **Optive Solutions**, we have the skills to work with you as a trusted advisor to help you run your business.

At **Optive Solutions** we have access to a network of over 5000 executives with experience in virtually every type of business imaginable. Our Principal, Mike Ziethlow is accredited through the Institute for Independent Business from which he can draw upon these experts as needed to offer "Practical Advice That Works".

Do you have a plan? When was the last time you took time out to really evaluate where you are and where you want to be in your business?

At **Optive Solutions** we don't just create plans, we help you achieve them. We can help you develop:

- **BUSINESS PLANS and EXECUTION** - to help you define your business goals and help you reach them;
- **MARKETING PLANS and EXECUTION** - to help you determine marketing strategy, set and achieve sales goals;
- **OPERATIONAL PLANS and EXECUTION** - to help you focus on execution to achieve your business goals - if it's broken, you DO need to fix it;
- **ADMINISTRATIVE AND ORGANIZATIONAL PLANS and EXECUTION** - from job descriptions to performance improvement to succession planning;
- **FINANCIAL PLANS and EXECUTION** - setting and managing to budgets and targets;
- **TECHNOLOGY PLANS and EXECUTION** - information systems to support your business processes.

*Get "unstuck"*

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*Get your business  
back on track*

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*Get your vision  
back on track*

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*Get your life back  
on track*

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Business Advisors