



Optive solutions, llc →

Optimizing
Performance
Through
Innovation
Vision and
Execution



Get your business
on track

Get your vision on
track

Get your life on
track



CONTACT A REPRESENTATIVE TODAY:

Optive solutions, llc →

Business Advisors

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Uncertain economy?

Cash flow issues?

Demanding customers?

In need of leadership?

Need a second opinion?

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Business Advisors



M. Ziethlow is accredited by the
Institute for Independent Business

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Business Advisors

Determine your goals and develop a plan

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

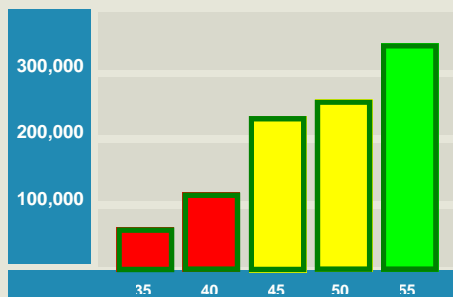
- Increase profitability;
- Increase sales;
- Reduce costs;
- Increase return on your investment in your business;
- Achieve work life balance through efficient and effective use of your time.

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



If you're like most business owners, you spend far too much time working, thinking, and worrying about your business. You are working IN your business when you should be working ON your business.

We work with business owners to help them gain perspective on their business - what is working and what needs to change? What is your “vision” for your business and what are your plans to accomplish it? Sometimes it’s helpful just to have someone else to talk to, and sometimes, you need help getting something specific accomplished.

Business Support and Advisory Services

We realize the uncertain economy is forcing some businesses to put things on hold and cut costs where they can. We want to help businesses remain in growth mode through these challenging times.

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 experience and skills to work with you as a trusted advisor as you make decisions and need projects undertaken.

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”.

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.

Business Advisors