



# Welcome

to a world where your business can

**achieve 20 to 40%** increase in  
productivity & growth without capital infusion

[www.mastermindsolutions.ca](http://www.mastermindsolutions.ca)



## **Unprecedented business growth and profitability is possible**

**In the world of business, there are five things that everyone is seeking:**

- Lower operating costs.
- Higher profits.
- More satisfied customers.
- Highly motivated staff.
- Double digit top line sales growth.

This is a lot for executives or business owners to handle on their own. And as a result these key business drivers are hardly ever optimized. However, by adopting a customized strategy and actively pursuing a differentiated approach to creating a new business growth reality, all of these drivers will be optimized.



## **Building business growth through strategic thinking**

Our approach is simple: Start with a clear goal, develop your strategy and then move on to tactics

By thinking through what you need to achieve you can develop the roadmap for successful business growth. Plan and implement in that order and you will find that business growth can be quite orderly and easy to achieve.

Mastermind Solutions is your critical Business Growth support team that helps you make better decisions, and helps you to actually implement the roadmap.

The core areas in which we work are: Strategic Planning, Organizational Design, Marketing, Finance, Accounting & Executive Coaching.

We operate as consultants and project managers, creating innovative and practical solutions and marshalling the appropriate resources and expertise to actualize projects quickly and professionally.

## **The Ideal Combination of Expertise & Cost Effectiveness**

Mastermind Solutions can be as large or small, as corporate or as entrepreneurial an entity as you need us to be. We're very flexible and cost effective that way.

We will always be passionate about bringing you ideas that lead to business growth and brighter profits. An unbeatable combination in anyone's book.





## Working With Mastermind Is A Zero Downside Proposition

1. At no time during the process do you have anything less than senior level people working for you.
2. We don't have excess staff on board. This means the dollars you are spending are working hard all the time. This means lower fees and much greater value for you.
3. The continuity we provide, from strategy through to implementation, assures maximum efficiency and effectiveness on your project.

## Our Track Record

Here are just a handful of examples:

### In the Strategy & Organizational Design area,

During the past 10 years, Mastermind has helped a North American wheelchair manufacturer transform into a global company with 25% to 30% sales growth per year, over the past 9 years.

**In the Financial area,** during a due diligence review for a proposed acquisition, Mastermind discovered an undisclosed flaw in the business revenue model that caused our client to cancel the acquisition, thereby saving the inevitable loss of the entire purchase price, had the acquisition been completed.

### In the Talent Pool Management area:

Provided a billion dollar multi-national company assessments for their top 500 executives and implemented innovative programs for the development, mentoring and retention of key people.

**In the Marketing area:** Mastermind developed marketing and re-launch programs for a major retail chain in Canada that grew customer and sales growth vs the previous year from -25% to +5%, within 6 months.

If these are the kind of results you'd like to achieve for your business, you have, indeed come through the right doors.

*Let's talk.*



Helping Businesses Grow Profitably

## Strategic and implementation services

### Business and Strategic Planning

- Diagnostic review and strategic planning
- Top line revenue generation and sales effectiveness review
- Business strategy for growth
- Meeting facilitation and project management expertise
- M & A Integration & Culture Alignment
- Executive Coaching

### Marketing

- Strategic marketing planning focused on top line revenue generation and growth
- Marketing strategy and plan development
- Implementation of marketing plans and execution of marketing tactics as an external marketing department
- Internet, traditional and integrated marketing
- Marketing Audit
- Outsourced Marketing Department
- Market Research, Competitive and Market Intelligence

### Financial

- Controller/CFO coach
- Financial management, accounting procedures, projections & budgets
- Securing capital and financing
- Due diligence reviews
- Part-time Controller/CFO

### Organizational Design and Leadership

- Organizational design & structure
- Succession planning & talent pool management
- Clear accountabilities and authorities
- Key leadership practices
- Human Resources Management & People Strategy Development

### Executive & Team Coaching

- CEOs, Presidents, Business Owners & General Managers
- Controllers & CFOs
- Marketing Executives & Managers

**Call 1-844-647-6984**

**(1-844-6-GROWTH)**

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**Contact us today to arrange a no obligation meeting.**



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