



The Next Big Decision – Where To Go From Here

(February 2011)

Last month we presented an overview of our consulting services and how we might help your clients prepare for their Next Big Decision. This month we'll discuss how we start the process and what owners can expect to learn about themselves and their business.

This is the one of the most interesting parts of the process. Entrepreneurs love to talk about their business, but they generally avoid talking about key challenges facing their business or, for that matter, their own personal objectives. The "End Game" discussion may be years away, or staring them in the face, but it is an uncomfortable topic, and they usually don't have access to a resource to help them think through the alternatives.

It's easy to get too academic at this stage, particularly with entrepreneurs. They don't want to hear biz school speak; they often do not like the idea of a consultant. They do want to know what you can do for them. That's why we concentrate on the issues that have their attention, and share some practical, real world perspectives on how to deal with them. We get them thinking about **The Next Big Decision**. What keeps them up at night? What actions have they been considering? How prepared do they feel to tackle these issues? What is the ideal long term outcome?

More often than not a business owner has not had this type of discussion. In these early stages we learn what makes the business tick, what the owner's priorities are and what courses of action really align with their long term objectives. We guarantee your client will find an introductory meeting worthwhile.

Next month we'll send out a brief note on how we help an owner understand how prepared their business is to actually meet their personal objectives. In the meantime, we invite you to direct interested clients to our website to learn more about our consulting services (www.fulcrumpartners.biz).